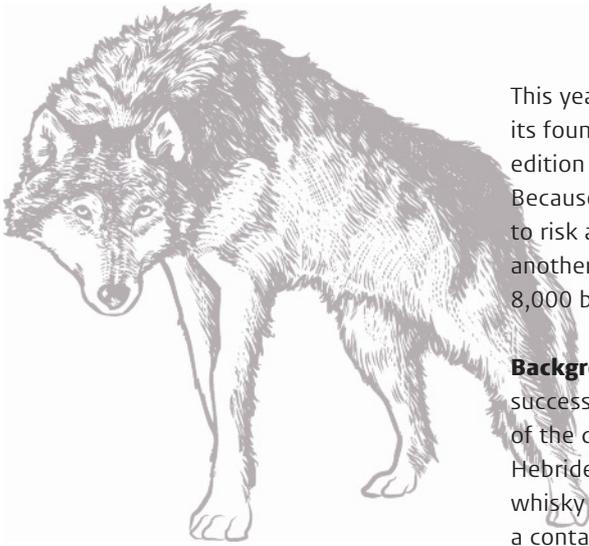


## Spirits

## Scotch Whisky

# MALT HUNTER



This year, the Rose Distillery on the Isle of Islay will be celebrating 200 years since its founding. The distillery owner Jon Morrison launched a special commemorative edition Malt Hunter eight-year old whisky (in a limited edition of 30,000 bottles). Because of its relatively short aging, some consumers were puzzled and reluctant to risk a purchase. In view of this situation, Morrison then decided to launch another commemorative edition, the 25 year Malt Hunter, this time offering only 8,000 bottles.

**Background:** Product manager George O'Brain is responsible for marketing Rose's successful Malt Hunter brand, a quality whisky enjoyed worldwide by connoisseurs of the distinctive peaty flavours characteristic of the iconic island in the Scottish Hebrides. O'Brain ordered 30,000 units of high quality packaging for his 8 year whisky from a marketing media company in Asia. The packaging arrived in Leith on a container ship.

The distillery began shipping the commemorative 8-year whisky worldwide, distributing it to a number of selected dealers. O'Brain checked the sales figures and found that the whisky was not selling nearly as well as expected. He realized that his forecasts had been far from realistic. Moreover, feedback from dealers was far from positive. A short consultation with the distillery owner resulted in the decision to market another commemorative edition with a whisky that had been aged longer. This whisky had to be on the market as quickly as possible, but certainly within the bi-centenary year.

O'Brain was faced with the necessity of commissioning the design and production of another 8,000 units of a new and distinctive packaging. He got in touch with Broun, a printer in Glasgow. Last year, Broun invested in a KOLBUS BOXline; this means they are now in a position to supply high quality, luxury packaging at short notice on a just-in-time basis. Broun suggested involving KOLBUS Germany directly in the design and development of the new innovative packaging.

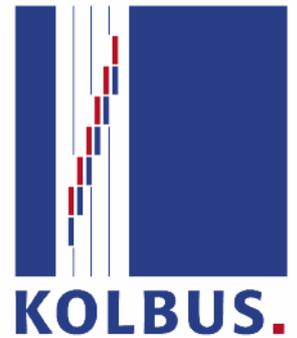
O'Brain organized an international press conference, including a tasting session for 25 year Malt Hunter, in the visitor centre at the Rose distillery. 120 journalists from all parts of the world flew to Scotland. They were enthusiastic about the unique intensity of flavour and aroma of the 25 year Malt Hunter. The journalists were also offered the opportunity of tasting the 8 year Malt Hunter; they were full of praise for the complex aromas and full-bodied taste. Within a fortnight all 8,000 bottles of 25-year Malt Hunter had sold out. In a parallel development, demand for the 8-year Malt Hunter rocketed – every whisky connoisseur was keen to try a Malt Hunter.

## The edition



**KOLBUS Technology for Packaging**

[www.luxury-packaging.eu](http://www.luxury-packaging.eu)



## KOLBUS Packaging production system

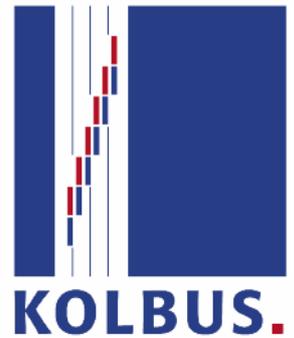
### Case study of a packaging solution

The imaginary project ›Packaging for a Scotch Whisky‹ for the ›Rose Distillery‹ was described in detail – from the initial situation to the ideal solution – complete with packaging samples made to striking designs as presentation and folding boxes by Streiff & Helmod GmbH, Braunschweig, Germany.

The KOLBUS Luxury Packaging Team is ready to answer your questions and to supply information and suggestions on questions ranging from design to processing methods and from possible applications to new manufacturing techniques. Our designers and development engineers are there to discuss and advise on potential projects with customers and their design and production staff. The KOLBUS Group's Luxury Packaging Team implemented a fictional label dubbed ›August & Christine Marie‹ as an historical link to the couple who founded KOLBUS as a company specialised in building paper processing and book binding machinery. More innovative results from the ›August & Christine Marie – Luxury packaging by KOLBUS‹ range have since been launched as part of the company's marketing activities and in the run-up to the LuxePack in Monaco. The focus of these projects is to suggest new applications for high quality luxury packaging with knife-edge 90-degree edges.

### Technology partner for high-quality luxury packaging

KOLBUS GmbH & Co. KG, based in the East Westphalia region of Germany, produces machines and systems for paper processing, primarily bookbinding machines. The company has been active in the luxury packaging market segment for several years now, leveraging its technology know-how to build highly automated packaging production systems. The company's decades of experience working with fine cardboard, glue, sensitive lining materials and printed substrates all fed into engineering the new flexible machine line for the automated production of luxury packaging.



Packaging also demands skill in working with thicker card, which has to be grooved, lined, embossed, folded and fitted with magnetic closures in a continuous automated process. Often the process requires that several packaging elements be handled and put together. Instead of a complicated manufacturing process or having the packaging handmade in Asia, a high-performance, automated production line can produce the required quality at cost-competitive prices and with total flexibility as regards production volumes. Fast reaction times, consistently high quality and packaging produced close to its point of use mean that customers can order on a just-in-time basis with all the cost and logistics benefits this brings.

If you'd like to take a closer look at the high-quality ›Malt Hunter‹ packaging, we'll gladly send you a sample; (while supplies last); we make a small charge for postage and packing.

Send your request by email to [packaging@kolbus.de](mailto:packaging@kolbus.de) with ›Malt Hunter sample box‹ in the subject line.

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#### **TECHNICAL DATA**

- Paperboard, black, 2 mm
- Book case box: cloth 492 x 283 mm  
Inside dimension box: 243x 140 x 74 mm
- Cloth material: Caribic black 120g /m<sup>2</sup>
- Finishing: foil embossing white, UV gloss varnish,
- Grooving
- Magnet closure  
Inlay: Folding box (conventional)

#### **Packaging system by KOLBUS**

- Rotary board cutter PK 170
- Embossing press PE 312
- Casemaker DA 260
- Grooving machine NM 101
- Box-Machine-Line SW.E + SW.H 500
- Box case processing line SW.G 500 with placing module

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*Documentary copy requested.*