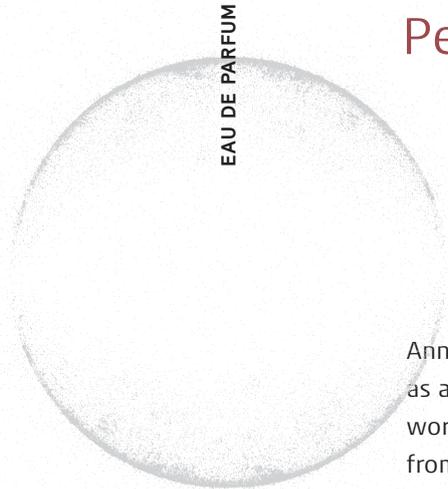


## Home/Beauty

### Perfume packaging for IVmeer



Ann de Jong, 35, read German philology at university and then began working as a trainee assistant curator at the Mauritshuis in Den Haag. She loved her work in this world-renowned collection of Dutch and Flemish masterpieces from the 17th century.

Finding an old apothecary's manual in an antique dealer's shop, inspired Ann to experiment in her free time with creating perfumes following the recipes in the book. The more she experimented, the more she was captivated by the complex fragrances that resulted from blending evocative scents like rose petals, orange peel, jasmine, rose oil and lilies of the valley. She set about creating a range of totally feminine fragrances. Ann quickly became passionate about her project, so much so that she gave up her job at the Mauritshuis in order to concentrate on her fragrances. She worked with parfumeurs from Amsterdam and Grasse to develop a collection of perfumes. And she leased a small shop in the Jordaan district of Amsterdam known for its leafy canals, 17th-century houses, quirky specialty shops, cafes and designer boutiques.

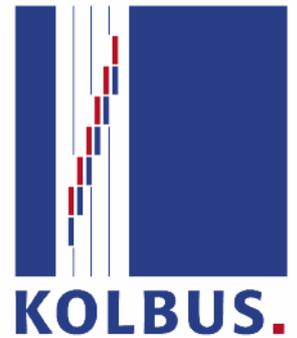


Finding the money was a problem initially, "It was tough at first, people kept telling me it was an overcrowded market". But Ann refused to give up – and her determination finally paid off. She designed a small starter range for her special customers. Today she sells 18 fragrances in exquisitely simple flacons from her shop "IVmeer Perfume". The shop's name is an homage to Jan Vermeer and to 'The Girl with the Pearl Earring' a painting that Ann loves for the skill with which the painter captures the mysterious depths of feeling revealed by the girl's face.

The striking look and style of Ann's perfume boutique and the fabulous perfumes in their exquisite packaging have proved a recipe for success. IVmeer has become a favourite of confident women who keep abreast of the trends and but choose exactly what they like.

## The edition





## KOLBUS Packaging production system

### Case study of a packaging solution

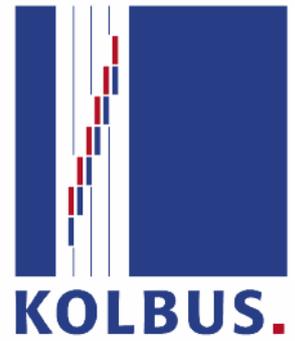
The imaginary project ›**perfume packaging IVmeer**‹ was described in detail – from the initial situation to the ideal solution – complete with packaging samples made to striking designs as presentation boxcases produced with the KOLBUS BOXline System.

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 ›petits fruits d'été‹ 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 › perfume IVmeer sample box‹ in the subject line.

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#### **TECHNICAL DATA**

- Paperboard, black, 2 mm
- Sizes: lid 188 / 188 mm | base 313 / 313 mm  
Inside dimension: 103 x 103 x 105 mm
- Cloths 218 / 218 mm | 343 / 343 mm
- Cloth material: Fedrigoni Ispira 120g /m<sup>2</sup>
- Finishing: foil embossing white, UV gloss varnish,
- Grooving
- For finishing just one corner tightly closed

#### **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  
(separate punching tool)

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*Documentary copy requested.*