

COLOURFORM

ISSUE 1

FIBRE PACKAGING INNOVATION | BESPOKE LUXURY PACKAGING

2022

DRIES VAN NOTEN | FLORAL STREET | LANCÔME | MAISON RUINART



WITH MOULDED
FIBRE AND
UNBRIDLED
CREATIVITY
AT ITS HEART,
COLOURFORM
NEVER STOPS
EXPLORING.

COLOURFORM™

WHAT IS COLOURFORM?

COLOUR: Technology + Expertise **FORM:** Design + Innovation **SUSTAINABILITY:** Materials + Production

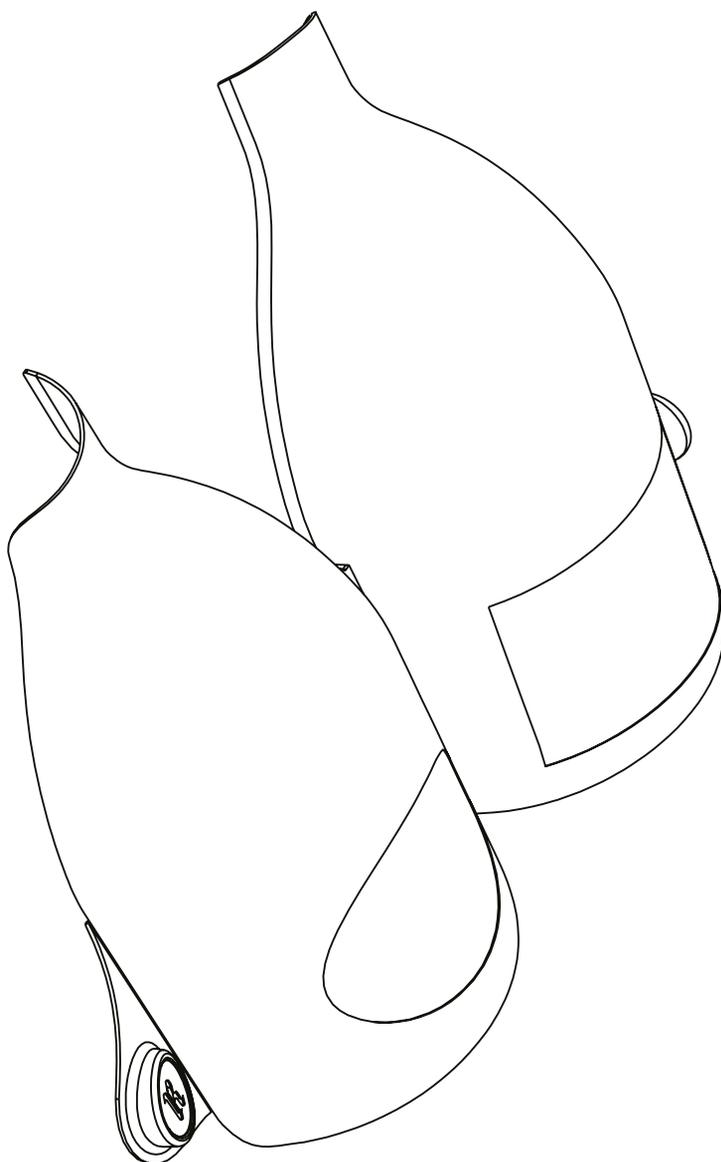
OUR DESIGN
LED PROCESS CREATES
A TRULY BESPOKE
SOLUTION THAT IS
BOTH MONO-MATERIAL
AND PLASTIC-FREE.

Colourform is a thermoformed, moulded fibre packaging innovation. Experts in our field, we deliver a full service direct to brands.

Our design led process creates a truly bespoke solution that is both mono-material and plastic-free.

Colourform was created in response to the needs of premium brands who want to deliver a quality, unique and sustainable customer experience.

With over 175 years of James Cropper knowledge and expertise, our personalised design, unique colour capability and customised decoration set us apart from convention.





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WHERE IS PACKAGING HEADING?

An insight into the future

LANCÔME
PARIS



DOMAINE DE LA ROSE

La Vie Est Belle by Lancôme



OUR POSITIVE AND TIGHTKNIT COLLABORATION WITH COLOURFORM WAS THE KEY TO SUCCEED ON OUR PACKAGING INNOVATION JOURNEY.

Catherine Albertini, Lancôme



Founded in 1935 by the visionary pioneer perfumer Armand Petitjea, Lancôme is a leading global, 'conscious' luxury beauty brand.

They aim to empower consumers into making sustainable consumption choices with products that are refillable, rechargeable, and recyclable.

The Domaine de la Rose packaging follows the distinctive shape of the bottle and leaf shape ribbon. The very fine emboss detail results in textured rose petals caressing the lower front.

These organic structures, next to precise die-cut edges, gives a striking form which enhances, rather than detracts from the fragrance inside.



The result is unique; a stunning compact wrap packaging which is entirely bespoke and new to the sector.

With a patented clasp feature, over-sized to compliment the same 'smile' on the front face of the bottle. Perfect ergonomics, with beautiful design language that works with the brand.

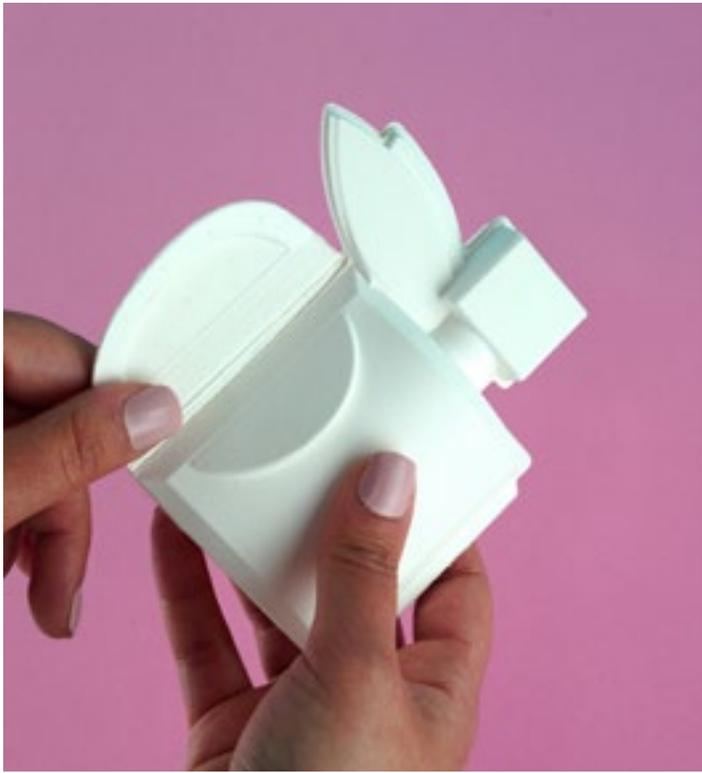
The clasp has a satisfying crisp, snap closure with haptic feedback; an audible signifier of quality. The product is kept safe, secure and intact.



WE REALLY PUSHED THE DEPTH OF THE TEXTURE ON THE FLOWER DESIGN EMBOSS... IT IS A VERY STRONG FOCAL POINT AND FEATURE.

Rowan Nowell, Colourform





PARTNER Lancôme
RELEASE May 2022

PARTNER STORY

Catherine Albertini, Product Development and Project Manager at Lancôme:

"Our positive and tightknit collaboration with Colourform was the key to succeed on our packaging innovation journey. We worked closely to develop a stunning single material paper packaging solution that is fully recyclable.

Colourform was the perfect partner to reimagine this sustainable and luxurious alternative from design to delivery. This collaborative innovation was a true game changer for Lancôme in its pursuit of greener high-end packaging solutions."



THIS COLLABORATIVE INNOVATION WAS A TRUE GAME CHANGER FOR LANCÔME IN ITS PURSUIT OF GREENER HIGH-END PACKAGING SOLUTIONS.

Catherine Albertini, Lancôme



MAKE THE SHIFT TO SUSTAINABLE

How does a luxury brand make the shift to sustainable packaging?
An interview with Richard Dancy, Brand Manager of Colourform

The first step is recognising a shift needs to happen. The second is appreciating that it's a big shift.

This isn't just about slapping an eco-friendly stamp on your product, ticking the box and saying 'job done'.

If you want to be a truly sustainable brand that responds to the increasing consumer demand for better, and one that meets your company's Environmental, Social and Governance (ESG) commitments, it's about looking beyond the product and realising that packaging plays an important role.

Through the packaging they choose to present their products in, brands have a perfect opportunity to bring their environmental consciousness into the fold and that is why packaging design, without any question, must be part of the strategy to shift.

To do it well, brands must bring in others; involve their innovation managers and collaborate with external partners who are experts, to look at what alternatives might be available to them.

Vegan perfume brand Floral Street has done an exemplary job of this. The brand's CEO, Michelle Feeney, spoke about this on a podcast (jamescropper.com/papertalks) we hosted recently ([see pg. 34](#)). Michelle explained: "When you work with a company that's in a different mindset, you get this friction that leads to something good. If you're just on your own in your industry, doing your thing, newness doesn't just come" and that is so true: brands must pull on the expertise of the innovators around them and explore the possibilities and materials which could meet their needs.



THE TRUTH IS, SHIFTING TO SUSTAINABLE PACKAGING DOES NOT JEOPARDISE A TRULY LUXURIOUS EXPERIENCE.

Richard Dancy, Colourform



Brands must ask themselves that at the start actually; what are the needs of the product packaging, both cosmetically and practically? That will inform the material selection, which is particularly crucial for luxury brands because there is a misconception about whether it's possible to uphold a prestigious identity when a product isn't packaged in the materials that a customer has become accustomed to.

The truth is, shifting to sustainable packaging does not jeopardise a truly luxurious experience. Market-leading design and sustainability do not need to be mutually exclusive. Brands can marry the two considerations to meet the demands of today's consumers without any compromise whatsoever on a brand's user experience.

The limitless design possibilities of materials that offer luxury and environmental credentials, means brands can have it all.

Look at what Maison Ruinart has created in the drinks packaging space with its 'Second Skin' packaging, created with Colourform. It revolutionised the champagne market. Look at LVEB in the fragrance space. These brands are setting the standard for change. The question is, who's next?





CHALK WRAP

Champagne by Maison Ruinart

INSPIRED BY ITS SECOND
SKIN CASES, MAISON RUINART
REVEALS A FRESH FACET OF
INNOVATION WITH THE
CHALK WRAP ENVELOPING
THE DOM RUINART BOTTLES.

In 2020, Ruinart revolutionised its packaging with the new [second skin](#) case, which now envelops all its bottles.

This sustainable innovation required two years of research and development. Today, it is a matter of course.

Whereas yesterday a prestigious gift box made sense, this light, elegant case made of recyclable cellulose fibres now represents a new standard for a conscious art of gifting.

Dom Ruinart's chalk wrap offers a new interpretation of this innovation. Velvety soft to the touch like chalk, it transforms this exceptional bottle into a sculptural object. The gentle reliefs and crevices crisscross, as if carved directly into chalky rock.

It evokes the unbreakable link between Dom Ruinart and the chalk, from the growing of the vine on chalky soils, to the time when the vintage is aged in chalk cellars. It illustrates savoir-faire and respect for nature.





Dom Ruinart
2010

CHAMPAGNE
BLANC DE BLANCS
EXTRA BRUT



As the finishing touch, a hand-applied gold marking enhances its exceptional character. The discreetly engraved 1729 on the fastening button proclaims the heritage of Maison Ruinart, the world's first champagne house.



PARTNER Maison Ruinart
RELEASE May 2022

[PARTNER STORY](#)



THE EAUX DE PARFUMS COLLECTION

Fragrance by Dries Van Noten



IT WAS REALLY
IMPORTANT TO BRING
SOMETHING NEW TO THE TABLE
AND PUSH BOUNDARIES.

Mr Dries Baron Van Noten



Sustainability defines Dries Van Noten fragrances, from ethical sourcing to recycled materials. The range uses natural origin ingredients and vegan, animal-friendly formulas that respect the planet and its people.

The glass bottle is protected by Colourform's bespoke pulp mould with precision lines and soft edges. A silhouette of the bottle, the wrap packaging is beautiful in its simplicity. The design delivers an ultra-smooth single piece with a fresh and natural appearance.

Colour matched to Dries Van Noten's specified natural white, it is made from 100% virgin wood fibre, sourced from sustainably managed FSC®-certified forests. Championing craftsmanship in every sense, this luxury collection is a harmony between beauty and utility.

INSIGHT FROM OUR DESIGN TEAM Rowan Nowell



- 1 Colour matched to client specified natural white
- 2 A robust locking mechanism allowing security seal once product is added
- 3 Full length hinge provides the required strength; carefully designed to deliver the correct level of resistance
- 4 Precision cut, the edge detail is clean and crisp



PARTNER Dries Van Noten
RELEASE March 2022

PARTNER STORY





EVERYTHING CREATED FOR
OUR CUSTOMERS IS BESPOKE
AND THEREFORE UNIQUE;
IMAGINATION IS THE
ONLY LIMIT.

Chris Schofield, Colourform



THE INSPIRE COLLECTION

How do you solve problems that are yet to be conceived?

The Inspire Collection has been created to excite and stimulate thought by illustrating Colourform's limitless design possibilities.

The concepts demonstrate the extraordinary capabilities of moulded fibre whilst delivering environmentally friendly packaging.

Chris Schofield, Head of Formation, in-house design team at Colourform says: "Everything created for our customers is bespoke and therefore unique; imagination is the only limit. The Colourform Inspire Collection illustrates the infinite directions and form which can be created depending on the brand character and values."

THE TOPPER



TITLE The Topper
SECTOR Drinks Market
CHARACTER Elaborate, fun

Inspired by the Cropper Pouter pigeon. 2 part assembly. Provides protection and quirky shelf presence and is an option to replace a bulky gift box.

The Topper concept explores how a brand can pull through its essence and heritage into primary packaging. The Topper illustrates how moulded fibre transforms the traditional alcohol gift box.

Taking inspiration from the James Cropper group's hallmark which captures the silhouette of the Cropper Pouter pigeon, the bottle topper emulates the graceful arc of the pigeon's neck,

bringing the heritage of the James Cropper brand to life to demonstrate what can be done for luxury brands.

Designed to provide protection and shelf-appeal, bespoke solutions like this can replace traditional gift boxes, which are heavier, and difficult to recycle. Despite having multiple textures and stunning colours, these packaging solutions are mono-material and recyclable with paper.

TITLE The Orb
SECTORS Jewellery, Watches
CHARACTER Mysterious, impactful

Reinvention of the jewellery box.
2-3 part assembly with hinged
lid and clasp. Multiple inserts
and textures.

THE ORB

Reinventing the jewellery box with meticulous craft and an eye for the theatrical. A truly innovative approach to packaging jewellery and watches, the Orb is a full form spherical paper package. The Orb demonstrates both performance and functionality with a hinged clasp opening and pinched catch closure.

Made entirely from moulded fibre, the Orb boasts a contrasting internal and external texture. The Orb can be scaled to accommodate small pieces, such as rings and charms, to larger items like bracelets and watches.



THE PEBBLE

This stunning concept design illustrates Colourform's ability to create complex luxury packaging including fulfilment, from the design stage, to embossing, printing and more. The Pebble sits in the health and well-being space designed with the luxury cosmetics and gifting market in mind.

It is created with a natural stone finish, layered colour and texture, wash-cut rim detail and metallic finished contours.

Multifaceted, the Pebble contains organic inclusions and is protected with James Cropper's anti-viral PaperGard™ application.

With a five part assembly, the Pebble has optional inserts

which accommodate different products and an angular presentation surface which contributes to the unboxing experience consumers have come to expect. The fibre used has also been upcycled with James Cropper's CupCycling™ where post-consumer waste coffee cups are given a second life.

TITLE The Pebble
SECTOR Self-care
CHARACTER Holistic, natural

Standing stone cosmetics case. Layered lid construction. 5 piece assembly with changeable inserts. Multi texture and fibre with inclusions. In health and wellness space with anti-microbial PaperGard™.

TITLE Kiss
SECTOR Cosmetics
CHARACTER Youthful, beautiful

4 part assembly. Brave and bold design with colour cut through, this playful and expressive case offers endless options.



KISS

This inspirational lips design is brave and bold, making mono-material cosmetics packaging a reality.



THE EXTRAORDINARY POSSIBILITIES MADE REAL

Expressive and playful, the Kiss package takes the shape of lips with contrasting inner and outer colourways. It comes complete with colour cut through messaging, tilt-shift product presentation and a debossed brand marque reveal.



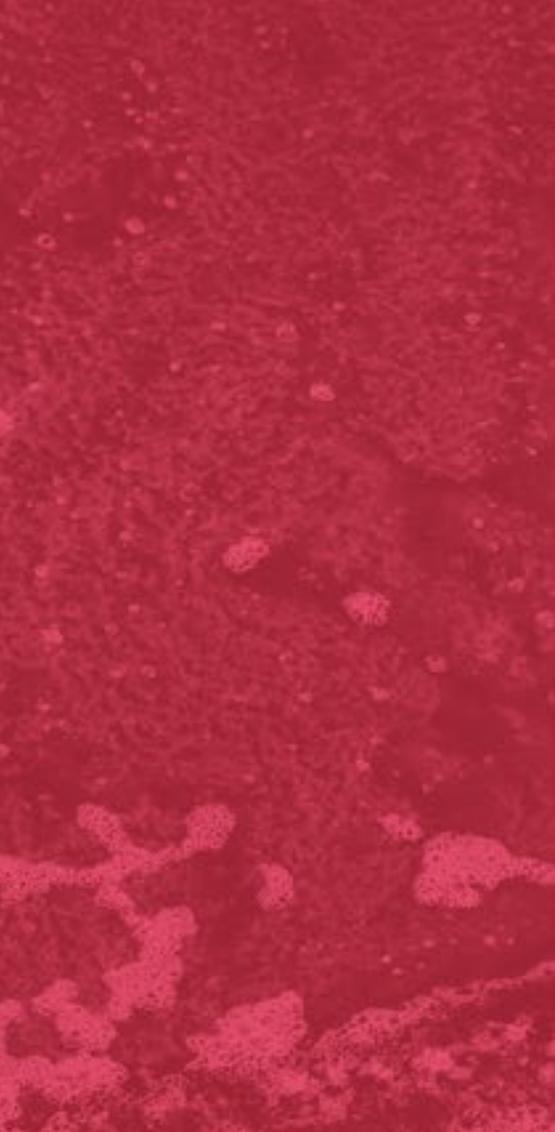
TOO BEAUTIFUL TO THROW AWAY

Playful, punchy, bold and beautiful this concept allows the packaging to shout out the message. The packaging requires no printing to get the message across and the attractive design and sturdy composition means it can be kept and used multiple times. The vibrant Kiss concept is scalable in size, accommodating a lipstick or a pair of sunglasses for example. The surface is soft and refined and can be created in any colours.



THE COLOUR LAB

Colour comes to life with science, skill and passion



In our specialist colour lab we can match anything a customer brings to us. Our colour lab is renowned worldwide.

We remove the boundaries and open a world of possibility. Protect your signature colour with our colour matching expertise and even display your unique palette across packaging components.

A PASSION FOR COLOUR



UNIQUE TEXTURES

We work with you to create unique textures tailored to your story

Indulge in the ability and creativity of fibre. Whether it's a warm, tactile and velvety feel or a slick finish with sharp edges you require - we'll fine tune the packaging finish to create the right sensory experience for your brand.

Paul Edmondson, Technical Manager at Colourform, understands its importance:

"Texture can tell a brand's story. Whether it is beautifully smooth or a completely bespoke surface we work closely with our partners to achieve excellence."



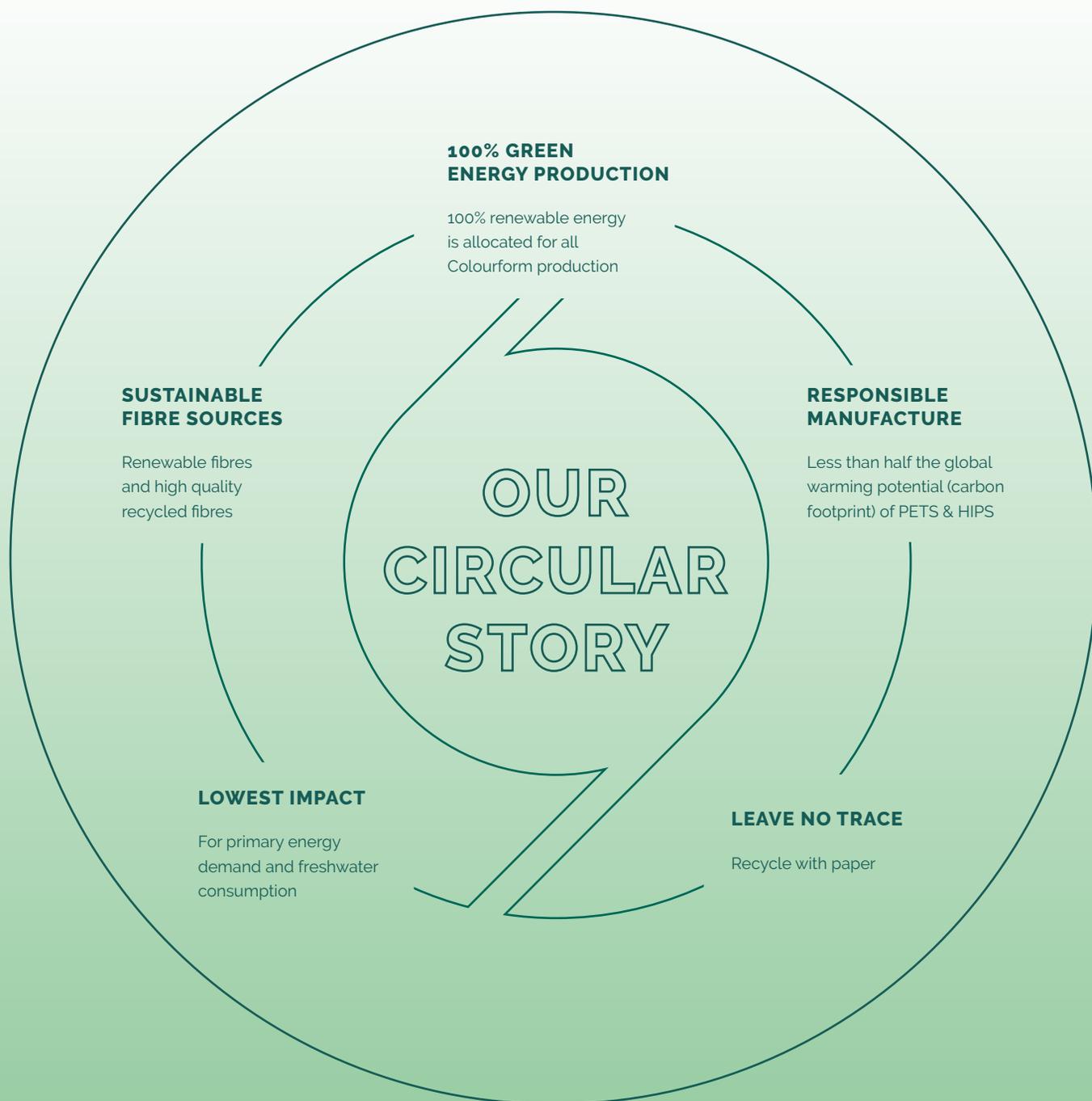
TEXTURE CAN TELL
A BRAND'S STORY.

Paul Edmondson, Colourform



WELSH





SUSTAINABILITY

Materials + Production | Recycled Fibre Content

Colourform cares strongly about people, sustainable manufacturing and responsible business practices.

Our commitment is not only to using renewable materials and low impact production processes, but also creating high quality products that are easier to recycle. We drive innovation to meet the highest standards of sustainability.

Consumers are increasingly interested in what a brand stands for and the provenance of its supply chain choices.

With its beautiful tactility and powerful natural aesthetic, wood fibre is a material of choice for many brands wishing to enhance their story and connect with consumers.

100% GREEN ENERGY PRODUCTION

● **53.4% ON SITE RENEWABLE ENERGY**

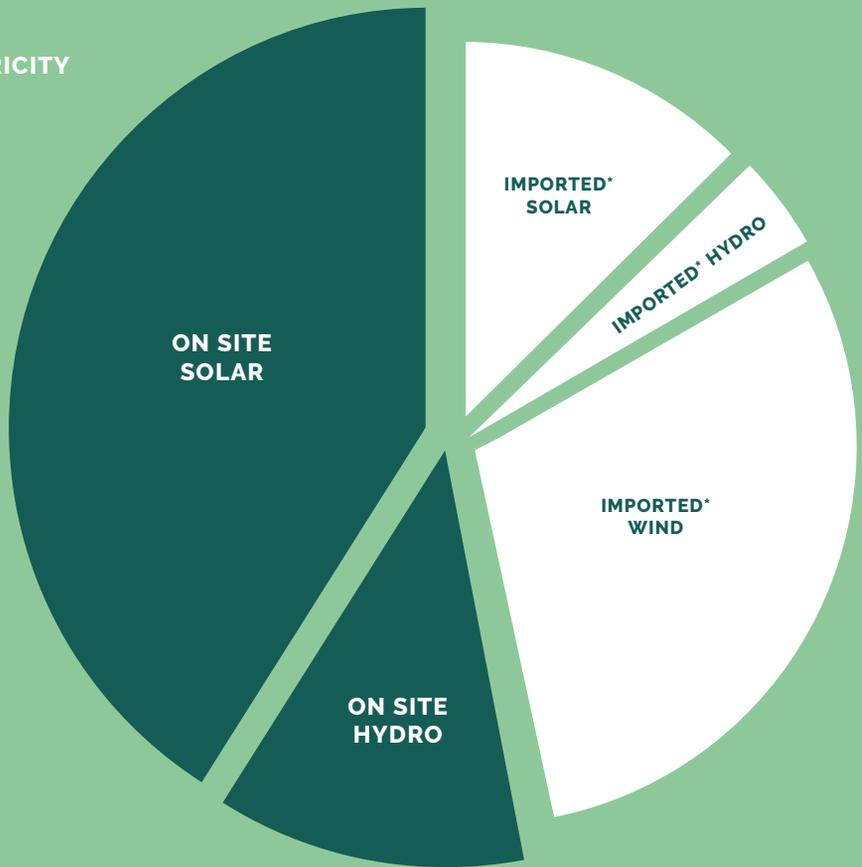
● **46.6% TIER 1 RENEWABLE ELECTRICITY**

We generate solar and hydro energy here on site at James Cropper with one of the UK's largest roof mounted PV systems powering our machines.

100% renewable energy is allocated for all Colourform production.

James Cropper were amongst the first 250 companies to become a signatory to the new Global Commitment as part of the Ellen MacArthur Foundation's New Plastics Economy initiative.

This established a vision to stop plastic waste and pollution at source by applying circular economy principles.



SUSTAINABILITY

Source: Sphera 2022



James Cropper PLC (Burneside Mills) is ISO50001 accredited.

We complete regular Environmental, Quality and H&S audits including our annual Energy Audit certified to the latest standard ISO50001:2018. Our policies ensure we have efficient energy management systems in place promoting the continual improvement of energy use.

***NATIONAL GRID IMPORT**

Any purchased electricity is 'Tier 1 Renewable Electricity' sourced from wind, solar or hydro via SmartestEnergy who are verified Carbon Trust Certified.



FIBRE: THE RIGHT BLEND

We have access to an unrivalled portfolio of fibres and can recommend the best raw materials for your project to meet procurement, legislative and design requirements.

RENEWABLE NATURAL FIBRES

All Colourform natural fibres come from renewable, well-managed forests always FSC® and PEFC® certified, and Elemental Chlorine-Free (ECF®).

HIGH QUALITY RECYCLED FIBRES

Thanks to our unique CupCycling™ facility, Colourform can also be produced from used coffee cups, giving a new life to a product that was previously unrecyclable.



CUPCYCLING™

The world's first recycling process dedicated to up-cycling take-away cups. Our facility removes the plastic lining, meaning that 95% of the cup waste can be converted back to paper. The remaining 5% of plastic is used for energy recovery in the production of recycled paper. The mill has the capacity to up-cycle 500 million paper cups each year.

FLORAL STREET

Part of our ongoing [PaperTalks](#) series, Brand Manager Richard Dancy discusses sustainable packaging with Michelle Feeney, CEO at Floral Street

We were delighted to welcome Michelle Feeney, Founder and CEO of Floral Street, to discuss their sustainable pulp packaging by Colourform.

Richard Dancy: It feels like it's finally become mainstream to talk about sustainability. And it's a must nowadays, isn't it, rather than something that's...

Michelle Feeney: ...on the side.

RD: ...and niche. Exactly. So, excellent. Well, thank you very much for joining us. And let's get stuck straight in.

So you were, or Floral Street, were an early adopter of Colourform, so tell us about that. What were the factors influencing your decision to work with ourselves and choose moulded fibre? And what were the advantages of that packaging solution?

MF: Well, blindly really, even though I'd had a lot of experience in the beauty industry, I decided sustainability needed to be at the heart of the Floral Street brand, in fragrance.

I'd managed to secure Robertet, who are the leading fragrance house in sustainably sourced ingredients, and I was looking for a solution on packaging that was totally recyclable: (that) was the goal.

I haven't done packaging before. The person that was working with me at the time on product went to an exhibition and said, "I think this is interesting". And we literally picked up the phone to you guys and said: "Would you be interested in working with us on some packaging for a beauty product?" because Colourform hadn't done that at all.



DON'T UNDERESTIMATE THE POWER OF TELLING THE STORY OF THE PACKAGING.

Michelle Feeney



Obviously your team suggests that would be great. We got together, we looked at our bottle. The whole process was amazing actually. So, we worked with our designers and your design team. We came up with the way that the packaging could work with the bottle.

It went away to be made into a mould and then off we went. I think actually: we were ground breaking.

But what was interesting, I mean, that whole collaboration was amazing.

And then we were designing the store in Covent Garden and our architect - you know, anybody you speak to in design of any discipline, absolutely loved that box, and it's, I think it's the new luxury, basically, which has come to fruition now, because I know you're working with other people. But we then decided with the architect to put the lids of the boxes, to make up the walls of the shop, to tell that story. And contextually, it's beautiful.

You've been in there. I mean, I think that, you know, it really has stopped, made people think.

And I know now it has it has introduced you to the beauty industry as a company and also led to some more experimentation and other contracts, which is really great.

RD: Yes, it was. And just to let people know we're talking back in 2015, 2016?

MF: 16 really. We launched 2017.

RD: Right. Yes, that's right. So I think things have moved on quite a lot in that time and you're right, you know you were one of our first, we were a start-up as well.

You know, we're part of the James Cropper PLC group.



However, Colourform itself is a separate entity and it's very much a start-up. So we were both really finding our way...

MF: and learning!

RD: Yes. And now I think, well I know, both companies have really gone on to progress and grow.

We've been working, like you say, in the drinks industry and the fragrance industry and the beauty industry. And you're also expanding out into different sectors and different countries across the world, which is great.

MF: Don't underestimate the power of telling the story of the packaging, because that's what we've focused on.

It's those certifications that you have as a supplier that are recognized and utilized with our partners around the world. So that for us, it goes beyond actually creating that box. It's our relationship to tap into your credentials that you spend a lot of money and time getting for your facilities, and that must be the future in packaging.

I love the innovation that comes from working with (Colourform). That's where you get this friction that leads to something good... in my experience of 30 odd years, you know, newness doesn't just come. It has to be from collaborating with packaging and our other partners.



Listen to the full discussion and the rest of the series at: [jamescropper.com/papertalks](https://www.jamescropper.com/papertalks)



FORMATION

The award-winning in-house design team behind all of our collaborations:
Chris, Matthew, Heather and Rowan



Our in-house design team, Formation, are on hand to work with you and understand your requirements.

Real experience and detailed knowledge in an emerging market is a valuable asset we are proud to call our own here at Colourform.

Formation are a multi-award winning design house in their own right with all the benefits of top designers without having to go elsewhere. Located in Cumbria at the gateway of the English Lake District, a World Heritage Site, the team have sustainability in their DNA.



EXPERTISE
TECHNOLOGY
INNOVATION
DESIGN
COLOUR, FORM + SUSTAINABILITY



Our head of design Chris Schofield leads the team ensuring we are involved from the concept stage all the way to production.

It doesn't stop there as Formation work over the life cycle of your brand with new editions and special features to your specification. Formation work on-site keeping close to production with a real understanding of the process and possibilities.

Chris explains, that the process is a collaboration and initially prefers an open mind:

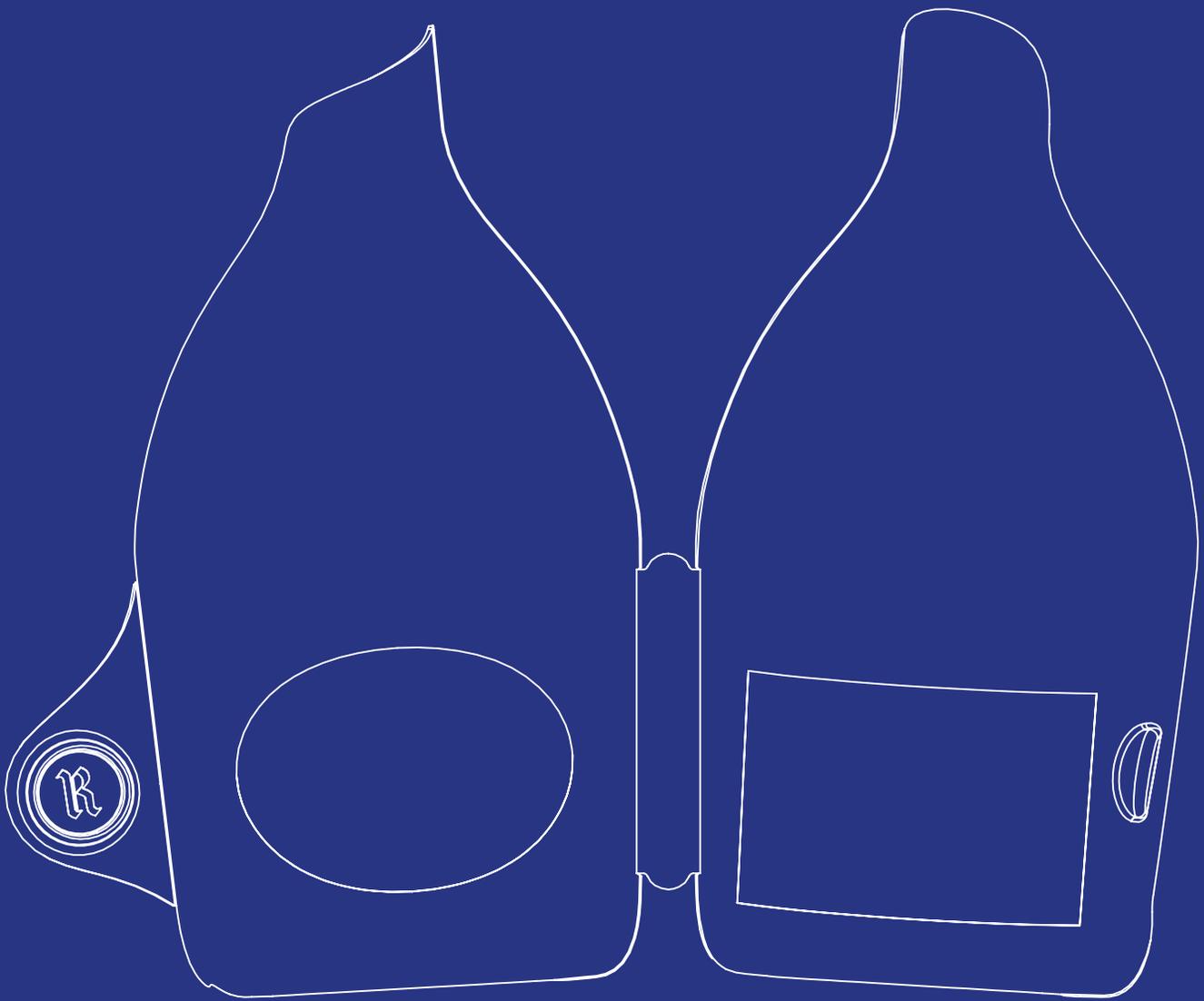
"We encourage our partners to re-imagine what is possible despite any perceived restrictions. Market-leading design and sustainability do not need to be mutually exclusive when it comes to packaging. Brands can marry the two considerations to meet the demands of today's consumers."



DESIGN

Featuring Maison Ruinart 'Second Skin'

Our expert in-house designers will take your brief, create beautiful concepts to inspire discussion and ultimately produce technical designs ready to turn your dreams into reality.



THE SECOND SKIN WAS DESIGNED TO ACCENTUATE THE DISTINCTIVE SILHOUETTE OF RUINART'S PRODUCT, RATHER THAN HIDING IT AWAY.

Rowan Nowell, Colourform



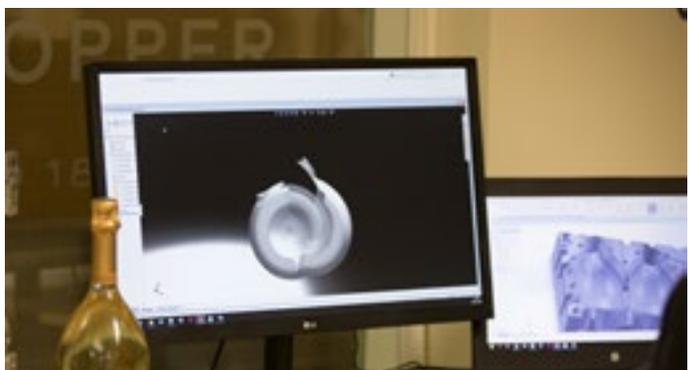


PROTOTYPING

Once you are happy with the design, we move to the prototyping stage.

At this point you will receive samples made to production standard ahead of entering into full production.

These can be useful for assembly and market testing, presentation and any other testing and trials you may need to perform.





TECHNICAL SPECIFICATIONS

Minimum draft angle - 3°
 Average wall thickness - 0.8mm
 Maximum part depth - 90mm



PRODUCTION

Once the outcome of the prototyping stage meets your requirements, we sign off the design and prepare for full production.

All moulded pulp production takes place on-site at our mill in the UK. We are located in the north west of England on the edge of the Lake District, a UNESCO World Heritage site.

James Cropper PLC (Burnside Mills) is ISO50001 accredited.





IT'S ALL IN THE MOULD

Moulded fibre was first used in packaging more than 100 years ago. Modern production has already advanced the quality and potential of moulded fibre packaging to appeal to consumer brands.

But today, our design-engineered approach and thermoforming process goes even further to create custom-made packaging with stand-out, luxurious appeal. Every bespoke project follows this route; from pulp to product.

"Design-engineered" means that our production processes are led entirely by design to meet your creative and technical requirements.

That's how we enable you to harness the full potential of our thermoforming process – not only to achieve your creative vision, but to build in elegant and technical performance features that can be harder to achieve with other packaging materials.



MULTI-AWARD WINNING DESIGN

The case is shaped unlike any box currently used by the wines and spirits market. 'Second Skin' perfectly replicates the shape of the Ruinart champagne bottle, and the lightness of the case is thanks to its moulded paper construction. The case is resistant to humidity and is impermeable to light allowing it to be placed in an ice bucket for several hours and protect the champagne flavour against damage from light strike.

The packaging surface has been designed to look very natural and non-repeating and replicates the richness and finesse of the chalk walls of the historic Ruinart natural wine cellars in Reims. With an aesthetic snap fastening, the button beautifully opens and closes to reveal the bottle nestled in its second skin. The finish of the case is impeccable and the overall project has been internationally recognised, winning several awards.

PARTNER STORY

'SECOND SKIN' Maison Ruinart, Pusterla 1880

Dieline Worldwide Package Design Award 2022 - Wine & Champagne

Design Week Awards 2021: 3D Structural Packaging

Luxury Packaging Awards

2020 LuxePack in Green and Peoples' Choice Awards

Formes de Luxe Awards Best Folding Box

Sustainability Awards Resource Efficiency Prize

Les Trophées Champenois 2020 'Packaging of the Year' Award





Ruinart Champagne Blanc de Blancs 75cl & Magnum 150cl



ENHANCEMENTS

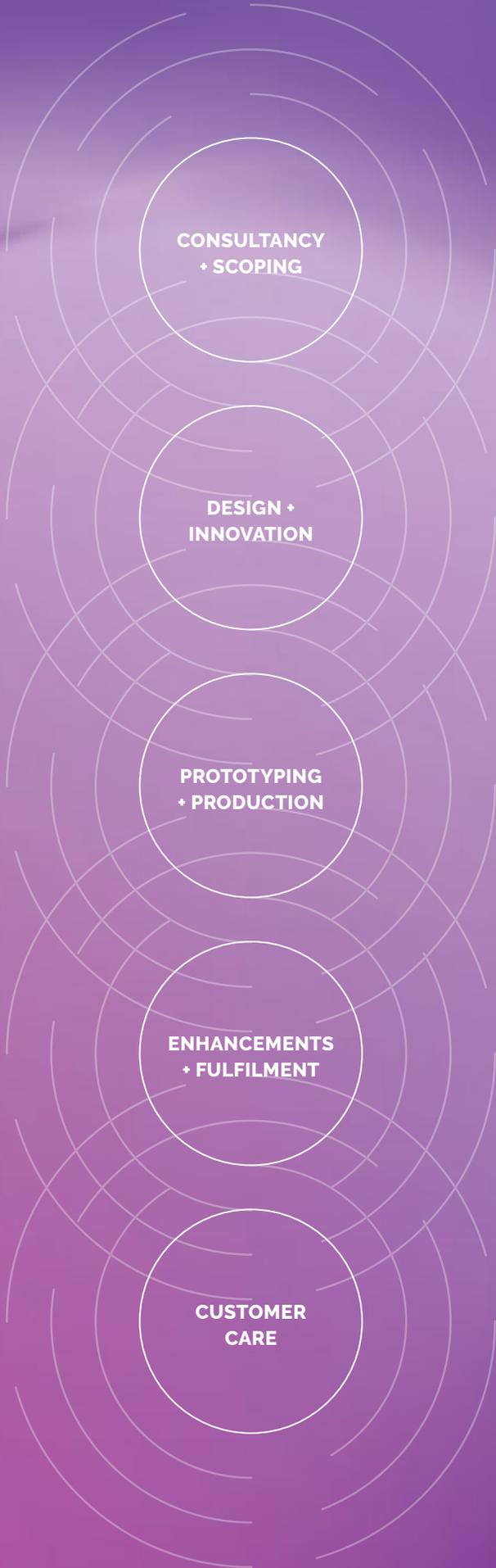
We work with our customers to find the most efficient solution to their project needs.

This includes packaging decoration, foiling, barrier functionality and pretty much anything we can imagine to achieve success.



FULL SERVICE PROCESS

We provide a comprehensive set of services that deliver the full benefits of the Colourform process direct to our customers.



**CONSULTANCY
+ SCOPING**

**DESIGN +
INNOVATION**

**PROTOTYPING
+ PRODUCTION**

**ENHANCEMENTS
+ FULFILMENT**

**CUSTOMER
CARE**

A collaborative process and utterly unique - meet our creative in-house designers, our Master Colour Blender and our technical department to explore everything from application, colour, design and sustainable fibre options to prototyping, enhancements, finishing and fulfilment.

Our expert in-house designers will take your brief, create beautiful concepts to inspire discussion and ultimately produce technical designs ready to turn your dreams into reality.

Once you are happy with the design, we move to the prototyping stage.

At this point you will receive samples made to production standard ahead of entering into full production.

We work with our customers to find the most efficient solution to their project needs. This includes packaging decoration, foiling, barrier functionality and pretty much anything we can imagine to achieve success.

Throughout the process you will have a dedicated team looking after you.

From product development and scheduling to colour options and quality, we are on hand to discuss the options and next steps.

WHERE IS PACKAGING HEADING?

An insight into the future of packaging, with Chris Schofield,
Head of Formation, in-house design team at Colourform



WHAT'S CLEAR IS THAT STANDING
STILL ISN'T AN OPTION IF BRANDS
ARE TO REMAIN AT THE VERY CUTTING
EDGE OF CONSUMER DESIRE.

Chris Schofield, Colourform



In the past couple of years a lot has changed. Everything from the way we shop, how we work and how we travel has all been reimagined and, as consumers, we've changed.

A report conducted by WWF last year showed that online searches for sustainable goods globally had risen by 71% since 2016. It also reported that on Twitter, the number of posts related to nature loss and biodiversity had increased by 65% over five years and in the UK alone, there were 2.6 million such Tweets posted in 2020, compared to the 864,000 posted in 2016.

So how does that impact the future of packaging? Well, when you think packaging can help brands tick the 'reduce, re-use and recycle' boxes, the future of packaging is exciting, and must be a fundamental part of the long term strategy. It is no longer 'just a box' - change is coming thick and fast.



We are already making waves in the packaging industry by offering brands an alternative to plastic that is renewable, recyclable and sustainable, and available in any customised shape, colour, and texture.

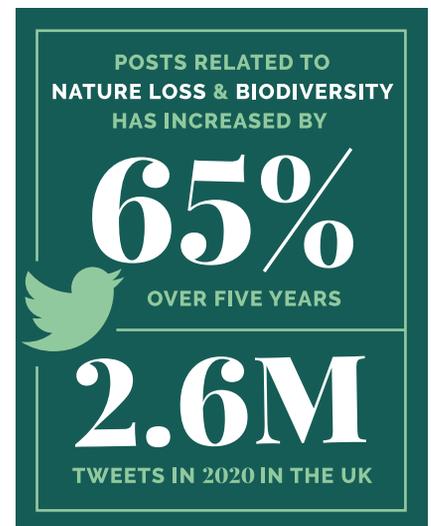
But what's next?

New packaging materials will elevate the status of 'the box', removing the boundary between the product and the packaging in a way that makes them both fundamental to functionality and brand equity. For example, a new smartphone could come packaged in its charging device, or portable keyboard.

Re-purposing beautiful packaging into something else provides brands with more opportunity to add value to their consumers' experience.

Innovation, where packaging can be created with a second life in mind, will encourage consumers to consider the product's full lifecycle, enabling them to have more ownership on purchasing responsibly.

Regulations to reduce or ban single-use plastic entirely will generate more 'circular design' briefs, and in turn produce a strong contingent of consumers who will purchase solely on a 'second life' premise.



What's clear is that standing still isn't an option if brands are to remain at the very cutting edge of consumer desire.

As innovators in the packaging industry, we need to deliver advanced materials, circular design, aesthetics that never compromise experience but meet sustainability objectives, and of course continually explore new technologies.

Whether it's packaging that vanishes, easily enters the circular economy, or has longevity through upcycling, brands need to be prepared and embrace what's coming.

[Data taken from 'An eco-wakening: Measuring awareness, engagement, and action for nature.'](#)

PIONEERING MATERIALS TO SAFEGUARD OUR FUTURE

A word from Founder & Managing Director of Colourform, Patrick Willink





James Cropper Est. 1845

When we first had the idea of launching the Colourform business a few years ago, it was fully intended that we would use the knowledge built through 170 years of coloured and speciality papermaking to create moulded fibre packaging as a more sustainable alternative to thermoformed plastics. In the few years that have since passed, our pioneering and adventurous spirit has taken us to places we would never have believed possible. Today our products reach far and wide, forming the fibres of daily life around the world.

It is important to realise that we do not work alone. Every one of our projects is a close collaboration with our customers, many of whom are not only looking for sustainable packaging materials with sophisticated and stylish design, but also share our core values of being a caring organisation that is forward looking and responsible in everything we do.

Brands continuously review their packaging portfolios to fully understand the impact of the choices they make on the consumer and the world we live in.

We fully intend to be part of the solutions they choose.



OUR PIONEERING AND ADVENTUROUS SPIRIT HAS TAKEN US TO PLACES WE WOULD NEVER HAVE BELIEVED POSSIBLE.

Patrick Willink



The legislative environment is also changing – a good example is the introduction of Extended

Producer Responsibility which helps us all prevent waste at source, promote design for the environment and support the achievement of public recycling targets.

Our raison d'etre was not motivated by the legislation – it was motivated by our belief in doing the right thing, and if doing the right thing helps others meet their legislative obligations, then that is a real bonus!

Colourform continues to grow year-on-year – thanks to the efforts of the entire team we kept producing throughout the pandemic and that provided a great platform from which to achieve further double digit growth in the last twelve months.

We look forward to working with more and more people and brands as we continue to grow, and together we will generate renewable, sustainable packaging without having to compromise on design, sophistication or beauty.

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