EXCEPTIONAL PACKAGING

2018 REVIEW
Dear Reader

We're proud to showcase some of our latest packaging solutions that highlight what we've been busy with over the past few months.

Many incredible companies and brands have entrusted us with the opportunity to design and develop their brand’s packaging.

We’ve taken great pride and pleasure in every process of making these products, right from design to delivery, and in working with many different materials and substrates.

We hope you’ll derive as much enjoyment in viewing them!

Rizia Danka
DOUBLE EAGLE
VERY RARE

A packaging solution to house a specially crafted crystal bottle with custom-designed eagle stopper for Double Eagle Very Rare bourbon whisky by Buffalo Trace Distillery.

Both the bottle and stopper are housed separately in the box and are illuminated by LED lamps. The box is constructed of high-gloss black lacquered MDF with aluminium double-door panels, engraved and inlaid to resemble eagle feathers.
For avant-garde perfume brand Juliette Has a Gun, IPL translated an existing box design into a luxury range of white lacquered MDF cases, in five variants. Each box features a silver, gold or copper electroplated metal plaque displaying the fragrance name. Metallic hinges match each plaque, whilst the brand logo is stamped in a matching metallic hue on the inner PU leather lid.
For the 1973 Limited Release Islay Single Malt from Bowmore, IPL constructed an MDF box with cedar wood veneer, a bespoke metal latch (replicating the Bowmore warehouse door handle) and recessed metal hinges.

A recessed aluminium plaque, set into the lid of the box, was printed and finished with an emboss. Laser-etched branding with black ink-fill features on the veneer on the box front.
A range of luxury wooden boxes was manufactured for the Laphroaig Limited Edition series. The packs each display a trunk style structure and whitewashed exteriors which complement the natural grain of the wood. Recessed printed aluminium bands frame the box of most editions.

Brand information is presented as a black deboss with the significance of the age statement lifted by the use of die-cast metal that corresponds with the closure, hinges and ink-filled signature on the box.
IPL was commissioned by the SA Mint to design and produce packaging to house a collectible medal and Kruger Rand set commemorating the armistice that ended the First World War in 1918. We developed a mahogany-veneered MDF box with matching custom-made wood veneered fitments decorated with electroform decal branding.

A special printing process allowed for placement of a sepia photograph of the armistice signing on the box cover. A weathered-leather strap closure enhances the packaging’s vintage feel. The box also contains a felt-lined drawer hidden in the base that houses the items’ certificates of authenticity.
DONNA KARAN

Designed to house the popular 3-pack rollerball fragrances offering from DKNY, IPL created a compact and cost effective rigid board box complete with an acetate window. The pack unfolds into a unique easel-display format with easy to use press-release vac tray.

The design allows consumers to optimally engage with the product on-shelf, both when the pack is open and when it’s closed.
THE MACALLAN

For the Macallan Gold Double Cask we created a rigid board box complete with 6-spot colour printing, matte PP lamination and gold foil stamping. The exterior of the pack features both emboss and deboss detailing and anti-scratch UV protection.

The Macallan bottle itself is held in place by a black, flocked vac form fitment. Two sets of round magnets ensure secure closure.
This bespoke packaging solution comprises an injection-moulded acrylic box. A silicone membrane embedded in the base and lid of the pack suspends the watch, thereby creating an illusion that it is floating.

The box also features a metallic push-button latch and metallic hinges and is covered in a paper-wrapped sleeve complete with foil detail.
IPL produced a range of rigid box packaging solutions for four of Tullibardine’s core expressions. Each box was paper-wrapped in differing colours to differentiate each expression.

Separate box lids contain black PS vac-forms on the left and right sides of the inner frame to hold the bottle in place. Packs display a 3-spot colour print, matte PP lamination, spot gloss UV treatment and gold foil stamping.
2018 HOLIDAY GIFT PACK

For the 2018/2019 Holiday season IPL created an uncoated kraft paper-wrapped box with gold foil detail and covered with a flood coated card sleeve that unwraps to reveal instructions regarding the contents.

The box opens at a 45° angle to feature clear PET windows with screen-printed graphics. Behind each window, multiple levels of die-cut card create a scenic backdrop. The box houses two hanging glass plant holders.
IPL designed and manufactured a bespoke shirt-box for neoteric luxury shirting brand, Absence of Paper. A handbag-styled carry case was created from natural, textured kraft paper with black foil brand detailing.

The carry-bag strap is composed of leather with a monkey-fist knot detailing. Angled front flaps and a slanted formation lend it an edgy sophistication.
Specially optimised and designed for e-commerce and hand-delivery, this rigid board paper-wrapped box features embossed foil branding.

A wrap-around lid opens to reveal a custom-designed fitment to safely transport long-stemmed roses in quantities of 6, 12 or 18. This pack also flat packs for ease of shipping.
In 2018, for the second consecutive year, IPL designed and produced a personalised wine case housing a magnificent bottle of Sterling Iridium Cabernet Sauvignon to be gifted to each Emmy Awards winner.

Each custom-made clear acrylic tube features a stainless steel removable magnetic name plaque specifically engraved with the name of the recipient.
For the latest Ardbeg 10 Year Old Scotch Whisky, we produced a packaging solution shaped to resemble the Ardbeg Distillery warehouse and complete with corrugated iron ‘roof’ or lid.

Artwork features the famous distillery’s dog and mascot, Shortie. The unique shape and material of the packaging allows the product to stand out on shelf.
The first of The Explorers Series launched by Isle of Arran Distillers is packaged in a natural metallic tin and features embossed and screen-printed branding which, echoing the labeling on the bottle itself, depicts the glorious scenery of Brodick Bay in the style of a painted landscape.
For Ballantine’s 30 Year Old, iPL manufactured a mixed medium pack complete with solid ash wood on the back panel as well as the front side panels on the lid. The lid body was comprised of MDF with an ash veneer on the interior and PU on the outer cover.

The lid of the box features a debossed silkscreened logo and an electroplated copper plaque with ink-fill. The box is secured by metal hinges and a clasp.
SAUDI ARABIAN MONETARY AUTHORITY

IPL created a luxury green lacquered MDF box with a screen-printed gold logo on the box-lid, to house a single collectable Saudi Arabian coin.

The interior EVA box fitment was covered in a deep black suedette with a pull-ribbon allowing for easy access. Gold metal hinges align with the gold logo and branding. Two magnets allow for secure closure.
CONCEPTUAL: QUICK ESSENTIALS

Commissioned by global brand management and TV licensing company Evolution, IPL conceptualised packaging design and merchandise inspired by Netflix TV show “Queer Eye” in which each member of the cast has a specific interest. The team focused on the food & wine interest “to begin with, aware that this could ultimately transfer to the other categories.”
CONCEPTUAL: WORLD OF TANKS

An e-commerce rigid-board paper box designed for gaming merchandise, this box comes complete with a die-cut card folded insert that opens to reveal a template for a model tank that the consumers are able to assemble themselves.
CONCEPTUAL: HELLO NEIGHBOR

For Hello Neighbor, IPL created a conceptual merchandise packaging solution designed as a C2S soft card die-cut box with matt lamination, spot varnish and embossed branding details.

The merchandise is able to be viewed through an offset-printed PET window. On opening the box and removing the vac-form tray, a picture of the neighbor (printed on the inner back of the pack) reveals itself.
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