

ENVIRONMENTAL DEVELOPMENT
2019

WOMEN:

REGENERATING FOOD,
REGENERATING EARTH.



A New Way to Experience Packaging Innovation & Sustainability

Eurostampa's Innovation Lab develops new ideas and innovative solutions in service of clients and graphic agencies. The third edition of the Envelope, an annual label portfolio, is presented under the contextual theme of Women: Regenerating Food, Regenerating Earth.



OUR PARTNERS

The artistic and thematic contents of the Envelope were created in collaboration with the University of Gastronomic Sciences in Pollenzo, Italy and the University of Cincinnati School of Design. Students from each institution were challenged to create an interpretation of the theme and the six selected designs represent the strongest ethical and aesthetic impact of the competition. The designs have been enhanced by the innovative materials and technologies selected from the Innovation Lab's strategic partners.



Innovative Advancements

The innovations on display in this portfolio book include all aspects of label printing technologies.

Our goal is to demonstrate the spectrum of material innovations available which engage and connect with consumers further on a sensory level.



Ecological Options in Substrate Sustainability

This label offers two kinds of eco-friendly substrates; Fasson Estate Label made of 100% post consumer waste, and Fasson Cotton Touch Craft: a wood free paper made with 5% cotton.

Other notable innovations included in this piece are a lenticular foil Sunshift green-red color that shifts based on the angle it is viewed, and a foil with a palm leaf effect rendering a three dimensional look.



A Revelation of Art and Color

The innovative culmination of ink technology embodied in this label will keep its spectators looking as colors and graphics interact with its surroundings.

The Sun Chemical trithermochromic ink changes color based on temperature, ranging hues from brown to yellow and orange. As the hues transition, art will reveal through sun rays or UV light with the incorporated photochromic purple ink.

WINE INDUSTRY HIGHLIGHTS

In this Envelope's edition, two particular labels showcase technologies perfectly geared for the wine industry. A Sun Chemical scent screen has been laid over the September label to infuse an aroma of grapes, and a DiVinum grape residue ink on the Periodo label constitutes the figure of a woman.



Six in One Anti - Counterfeit Solutions

Hidden beneath the art, this label offers six anti-counterfeit solutions beginning from the substrate that leaves the word void when removed, to coatings that will only be visible under specific conditions.

These features include foil nanosecure nanotext that is only visible through a magnifying lens, a QR code made with fluorescent ink to only display under UV light, and an infrared apollo flexo ink only visible with a special pen.

A Global Endeavor

Since 2010, Eurostampa has been a strategic partner of The University of Gastronomic Sciences (UNISG) in Pollenzo, Italy. This partnership was formed due to our shared interest in healthy, ethical, and sustainable agricultural practices.



Università di Scienze
Gastronomiche di Pollenzo



In 2018 Eurostampa started a partnership with The University of Cincinnati Design, Architecture, Art, and Planning (DAAP), which was listed among the globe's top 10 design schools by International Design Magazine.

**With women's
minds and hands,
food regenerates itself,
expressing both its social
and intimate
relational nature.**

D | A | A | P

The Myron E. Ullman, Jr. School of Design



Workshops were held with both universities, and the students were tasked with creating a design that conforms to the theme, is aesthetically pleasing, and has technical potential to showcase printing innovations.

Three designs were selected from each university based on these guidelines, and the winners were awarded with scholarships that go toward university fees. This allows students who are studying in the food packaging market to gain valuable real-world experience in their degree of study.

After the envelope was produced, each student received a copy to include in their portfolio. The envelope is then used at trade shows and is given to our customers to bring light to new innovations in the printing industry.

Beyond the Labels

Langhe Ceretto

The theme illuminates women of all ages and backgrounds who devote their talents to the world of sustainable food production, from field to table. Eurostampa promotes the Envelope at events such as “Coltivare e Custodire” (to cultivate and care for) created by the University of Gastronomic Sciences of Pollenzo and the winery Aziende Vitivinicole Ceretto. The event hosted in Northern Italy aims to guide reflection toward healthy, ethical and sustainable agricultural practices.



Chez Panisse

Partnering with Slow Food International in the heart of California wine country, Eurostampa hosted an event with Alice Waters to celebrate influential women in the wine industry and awarded a donation to aid a winery affected by the damages of recent wildfires. The student designers are also awarded financial scholarships to aid in their ongoing education.

FORMES DE LUXE AWARD

The Envelope was awarded the most innovative luxury product packaging by a jury of professionals.

Accepting this award was a huge honor for Eurostampa and an amazing accomplishment for the students at UNISG and DAAP who created the core designs. The award is also a testament to the innovation that was created through collaborating with our industry partners.



For more information contact innovation@eurostampa.com

With the Envelope, Eurostampa takes great pride in bringing to market new innovations but even more connected to its values is the opportunity to bring together communities worldwide to be involved in important conversations that inspire the betterment of our world.