




CASE STUDY

CLIENT Bath & Body Works
PROJECT Packaging



So naturally, their project ended up in H&H's R&D department. When it was finished, 1 million jewel-toned packages glimmered on shelves at Bath & Body Works across the country. But not for long. Holiday shoppers took them home by the bagful. The retailer was so pleased, the company decided to begin incorporating glitter in more of their packaging. Is there such a thing as too much glitter? Not if you do it right.

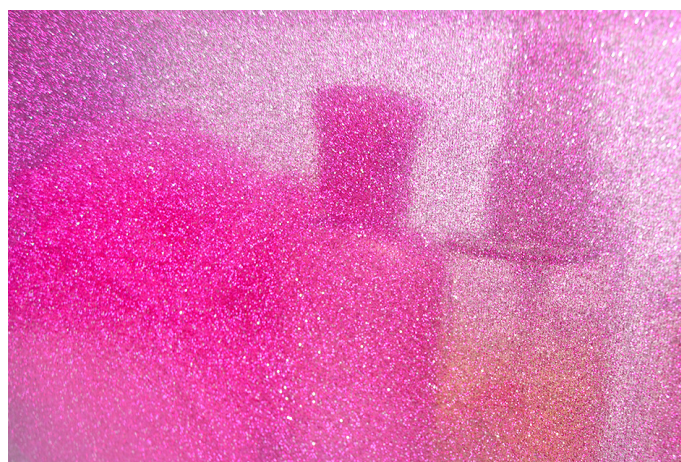
THE NUMBERS

-  250,000 4-up sheets
-  1 million gift boxes
-  5 Custom Colors
-  6 months of R&D
-  10-15 formulations tested
-  1 happy retailer

All That Glitters Is Sold

EXECUTIVE SUMMARY

When Bath & Body Works commissioned a series of special holiday gift boxes for a Christmas promotion, they were looking for something extra-glam to promote their holiday gift sets. They wanted a shimmery, eye-catching package that would show off an assortment of body-pampering treats that included things like shea-infused lounge socks, scented lotions and hand gels. They wanted a package that framed the products in glitter on all sides. They wanted glitter you could feel, but that wouldn't rub off at the touch, even when applied to a soft plastic surface. They wanted boxes in five custom colors. They wanted Anything But Ordinary.



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THE CHALLENGES

- Printing on flexible APET plastic packaging that would undergo scoring and heat processes
- Creating a glitter formulation that could hold up to heat, touch and bending without cracking or peeling
- Custom colors for a client seeking a very particular look and feel

THE H&H DIFFERENCE

- An R&D team that loves a challenge and doesn't buy glitter off the shelf
- Glitter expertise that allowed the creation of a formulation that was both flexible and resilient enough for coating the flexible APET plastic packaging
- Broad experience in creating custom effects and colors

THE PROJECT

Extensive research and development began in April and ran through July, as H&H subjected multiple formulations to heat and durability testing. The client wanted a very specific look and texture, including custom colors. It was the kind of challenge the H&H team loves to take on—custom effects with extra degree of difficulty.

Color formulations were revised more than a dozen times to get the look just right. Custom colors, including ooh la la pink, purple, red,

sweet pea and green had to be shimmery and jewel-like but not completely opaque. The pink formulation went through numerous formulations until just the right amount of iridescent particles combined to make it pop, while preserving a pale hue. The result was a sparkling success.



ABOUT H&H GRAPHICS LLC

H&H Graphics creates and produces special effects for print packaging and displays, specializing in custom applications such as glitter, textures, fragrances, scratch-off, spot gloss and matte UV, glow-in-the-dark, metallics, pearls and many more. Our award-winning R&D team creates many effects in-house. We are a certified woman-owned company (WBE certified) with a reputation for excellence and industry leadership. More at www.hhgrfx.com