



It's in fashion for luxury packaging to be sustainable. Just ask ESKA.

Some think luxury brands toss caution to the wind when it comes to packaging. After all, standing out on shelf is no easy feat when every package is more beautiful than the other, yet we live in a world where high-end consumers demand that the products they buy are just as environmentally aware as they are tasteful. In fact, sustainability is on trend the world over. No one has more insight into this than ESKA. They are the packaging partner for 50% of the world's premium whiskeys as well as many leading luxury brands.

Luxury packaging can also meet the most rigid sustainability standards.

It makes sense that prestige brands and their customers focus on the look rather than the eco-friendliness of packaging. Customer expectations for luxury products are much different from the general market, with packaging seen as an important part of the whole experience. From cosmetics to confectionary to premium wines and fashion, the design process for the luxury category centers on materials and finishes that contribute to the overall feeling of 'luxury'. Hence the use of metallised plastic, metallised glass, leather-like finishes and many other types of materials; which, while connoting quality and expense, are very difficult to recycle.

The task of producing environmentally friendly packaging that is also luxurious is a challenging one. Responsible packaging means a whole host of new issues for the luxury packaging market, such as practicality, cost, material choice, aesthetics and maintaining brand image. For any of these reasons, it has often been the case that sustainable packaging solutions have been dropped halfway through the process.

Thinking inside the box.

Many assume that sustainability equals more cost, but ESKA has been working on ways to create packaging that is as friendly to a budget as it is to the environment. According to Michele Choate, VP of Marketing at ESKA, "A fashion label recently asked us to produce a special batch of Eska® board for them. The goal was to create luxury boxes for their high-end brand. They wanted us to laminate selected paper from their supplier on Eska® board inline, which is directly on our board machine. To



achieve the extra flatness and surface quality we are known for, we laminated the selected liner onto our product and supplied the laminated board to two local box manufacturers. They converted it into luxury boxes. We delivered a cost-effective solution and even managed to eliminate one process step, saving time and money."

According to Choate, "Sustainability has been the centerpiece of our business for nearly 30 years. And research proves that this is the way to go, particularly for brand owners who compete for Millennial consumers." In fact a recent study by A.T. Kearney and The NPD Group reveals some key trends, "Our findings suggest the time may be ripe for consumer companies to take a fresh look at the value propositions they offer Millennials. For example, when marketing to young adults, many companies tout their commitment to corporate social responsibility. However, the impact of this strategy is limited because, while Millennials clearly do want businesses to be a force for good in the world, many

seem to view CSR as mere table stakes. Millennials' demand for sustainable products, not just socially responsible companies, represents an important shift in priorities."

Eska uses 95% recycled raw materials

For nearly a century and a half, ESKA has been honing its expertise in solid board packaging for a range of industries that include, premium spirits, books, board games, stationery and fashion. The premium look and touch-ability associated with the ESKA name come from many years of innovation. The company uses 95% recycled raw materials and a major portion of the energy that runs their plants is self-generated. This significantly reduces the environmental burden.

To learn more about ESKA solid board luxury packaging solutions, visit eska.com

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