



GSK 'White & Shine'

Product case display



The problem

Design agency Slice Design selected the Pillars Of Light holographic image when developing a pack for GSK's new whitening toothpaste – 'White & Shine' in order to reflect the crisp, cosmetic feel of the product and communicate the unique 'shine' proposition. In order not to detract from the Aquafresh brand it was essential that no shim lines were present on the large panels of the carton.

The approach

Together with GSK's nominated printer and API Holographics, API Laminates assessed the feasibility of using API's proprietary cylindrical shim technology in order to ensure that shim lines were avoided on the critical panels of the carton.

The solution

Using carton layouts agreed with GSK's nominated printer, API Holographics created cylindrical shims bearing the Pillars Of Light design and cut them to the correct size to ensure that there would be no cross direction (horizontal) shim lines present at all and that the machine direction (vertical) shim lines would be limited to the tuck in flaps and eliminated from the large panels of the carton. The shims were used to produce holographic film which was subsequently laminated by API Laminates. During lamination the position of the film was controlled to ensure that the shim lines fell in the correct location on the final sheets and hence on the finished cartons.

The product was successfully launched and in GSK's July 2007 Results Announcement it was reported that sales of the Aquafresh product line had grown by 20% benefiting from the launch of new products including 'White & Shine'.

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