



LAMBERT & BUTLER

Product Case Study

Exceptional Brand Enhancement

The Brief

Imperial Tobacco, owner of the prestigious Lambert & Butler cigarette brand, wanted to create a new pack to celebrate 10 years of Lambert & Butler as the UK's Number One tobacco product. As the UK's largest consumer brand with sales of £1.379 billion in 2007, it exceeds the second largest brand - that icon of consumerism Coca-Cola - by 40%. The "Premier Edition" packs were planned to be sold in retailers throughout the United Kingdom for a minimum of three months.

The Approach

The project required 10 months of developmental work involving API Laminates, Alcan Packaging and API Holographics. Imperial Tobacco released its new pack design into the UK market, to industry acclaim, on Monday 21st April 2008. A key feature of the pack is the stunning "Starburst" visual effect that draws the eye to the distinctive L&B branding on the front face of the pack whilst creating a sense of movement. This also enhances shelf appeal, significantly differentiating the Lambert & Butler brand from its competitors at the point of sale.

The Solution

Based on the existing printed pack, the new design is significantly enhanced through the use of embossed film from API Holographics. API Laminates and Alcan Packaging collaboratively developed a unique technology of combining volume registered holographic laminates with a controlled print capability to deliver very high quality packs whilst maintaining high levels of process efficiency.



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