

## Case Study: Coty Nailed It!

*“They were great collaborators and they understood our requirement that the color and design on the packaging had to match the product. That was key. They got it exactly right and proved they are masters of the clear folding carton!”*

Soo Hyun Kang  
Senior Designer  
Coty



### Specifications:

**Market Segment:**  
Health and Beauty

**Primary Channel:**  
Drug Store and Specialty Health and Beauty

**Secondary Channel:**  
Mass

**Format:**  
UV Offset Litho Printed Plastic Folding Cartons

**Materials:**  
.012 RPET

### Background:

Sally Hansen® Salon Effects Real Nail Polish Strips is a breakthrough, do-it-yourself nail treatment introduced by parent company and global beauty leader, Coty. Because the product was new, Coty wanted a package that would instantly convey what the product is and what it's for. Additionally, the package graphics had to be a perfect color-match with the product itself. These requirements made the development of the Salon Effects package one of stringent creative demands, trial and error testing, and meticulous execution.

### Solution:

The package meets Coty's first objective with an RPET folding carton that has a nail-shaped viewing area of the product on the front panel. The application tools and instructions are visible through the other panels. The second major objective, color matching, proved to be a Herculean challenge.

Contributing to the fundamental difficulty of matching UV litho inks to nail polish colors, was the challenge of matching fluorescent neon and glitter effects. Numerous tests of foils, inks and UV coatings ensued, first by hand and then in production. The final result however, was color fidelity between the product and the corresponding decorations on the package, as well as scratch/scuff resistance.

Another challenge in production was adhering to Coty's insistence that there be no overwrap from the color-accented side panels to the all-white front panel. The colors are separated by only 1/64<sup>th</sup>". The solution was in making two die-cutting dies. The first die measured the movement and twisting of the RPET sheet under the pressure of cutting, while the second die used the measurements to precisely position the creases during the actual die stamping.

The time, effort and innovation of the package has paid off. Transparent Container has delivered close to 20 million pieces and Sally Hansen Salon Effects boasts of a wildly successful launch.