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# DISC

## **DISC Takes Two Silver Awards at the New Jersey Packaging Executives Club 2018 Package of the Year Awards**

HAUPPAUGE, NEW YORK [November 29, 2018] – DISC, a leading source of specialty packaging solutions for nearly 50-years, received two awards at the 2018 Packaging of the Year event sponsored by the New Jersey Packaging Executive Club (NJPEC).



The first award was in the Health & Beauty category for Living Proof, a hair care product company that uniquely combines the passion of hairstylists with patented biotechnology from MIT wanted to create the look of gift set packaging wrapped with expensive pattern foil paper. The assignment was to make the carton glisten and shine, but not be holiday specific – the gift of great looking hair is for any holiday.



The resulting carton was decorated using silver cold foil printed in a geometric interlocking weave pattern that borders a repeating hexagon shape printed in vibrant

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colors with gloss UV coating and embossed. The underlying structure of the 24 pt. FSC certified SBS carton includes internal partitions to secure the product and keep it stable on the shelf. The sleeve was produced using 20 pt. FSC certified SBS and printed in 4-color process + PMS colors with a cold-foil border and an overall gloss UV and embossed. While the cartons are common across various SKUs the sleeves provide all the marketing copy and product images, which leaves the carton as a decorated gift box.



The second award was in the Promotional category for the Google® Home Mini Promotional Box produced for MAS Events. The box was designed for a national promotion to be given out at pop-up doughnut shops with either a tasty doughnut or one-in-four would receive a free Google Home Mini inside. It was first thought to be a one-time order but became a successful promotion that resulted in four reorders for additional pop-up google-mini locations around the United States.

The assignment was to create a carton design to look like a typical American home and double as a doughnut tote. Our package designer created a two-piece structure with an outer part that forms the roof and sides to the home and also converts into a consumer-friendly handle closure making it a perfect tote. The internal portion is a foot-lock double-wall style tray that is the main structure holding an advanced technology smart speaker or a sweet tasty treat. The package printed on 18 pt. C2S SBS in 5-colors, soft-touch coating, and a spot gloss UV and emboss. Below is a link to a commercial highlighting the promotion and featuring our carton.

### About DISC

DISC is a leading producer of packaging and print for the beauty, healthcare, private label, entertainment media, and consumer products industries. Headquartered in Hauppauge, NY, DISC is a privately held company with locations in California, New Jersey, and New York. FSC®, SFI® and PEFC™ Chain of Custody certified and an EPA Green Power Partner, the company promotes sustainable packaging practices and manufactures under strict compliance to ISO 9001:2008 and FDA GMP standards. DISC offers a range of advanced capabilities for prepress and design services, digital, flexo and offset printing, and finishing and converting for paperboard, plastic and mini-flute corrugate packaging as well as pressure-sensitive and extended-content labels.

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