

The Complete Packaging Collection



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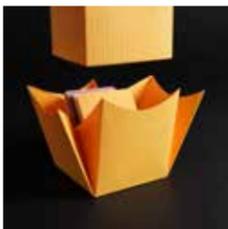
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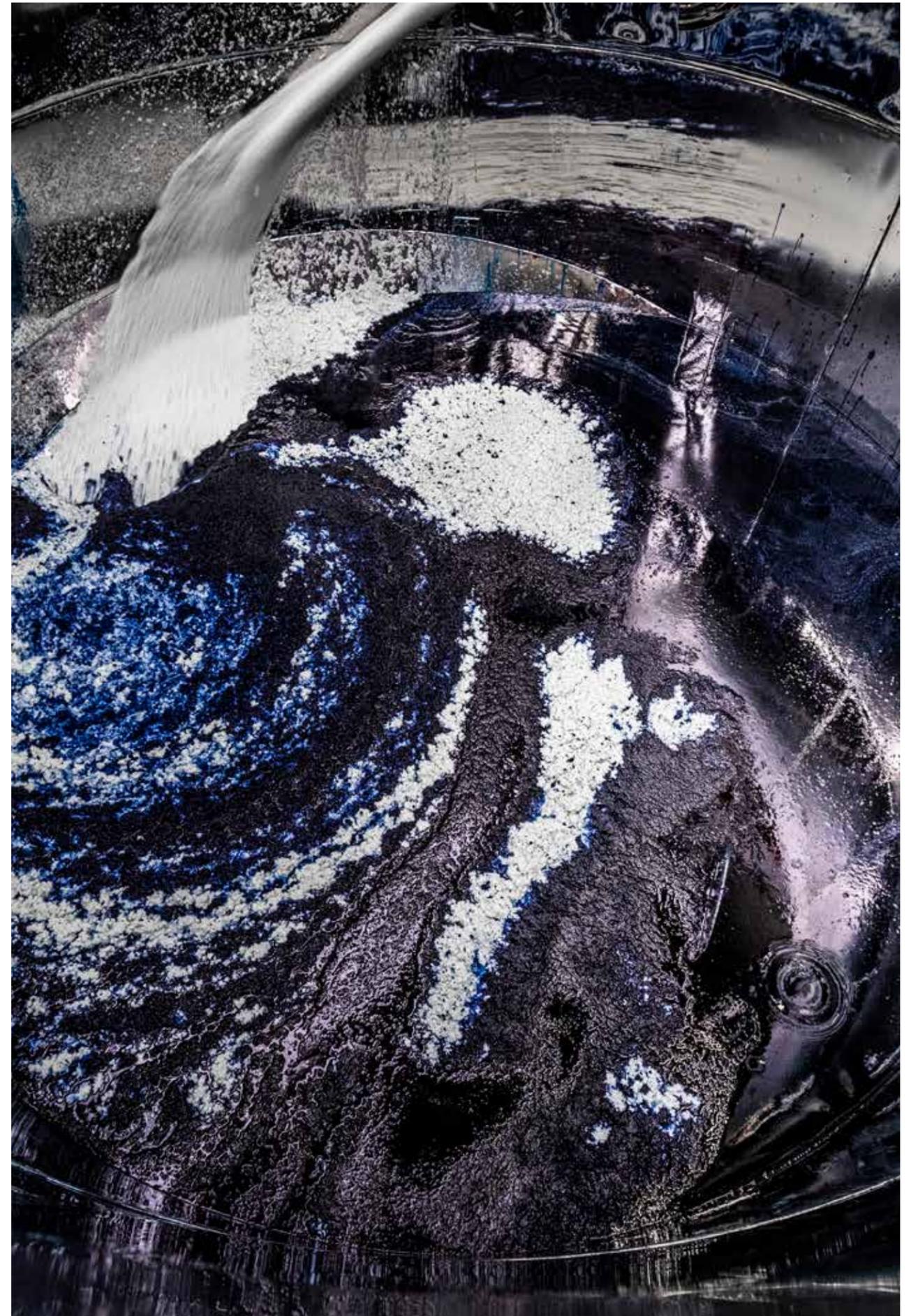
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Same colour.
Same fibre.
Same people.



JAMES CROPPER

Luxury Packaging

We are excited to announce details of our renewed strategy within the luxury packaging sector to support our ambitious growth plans, repositioning under one unique and globally recognised identity led by the family name, James Cropper.

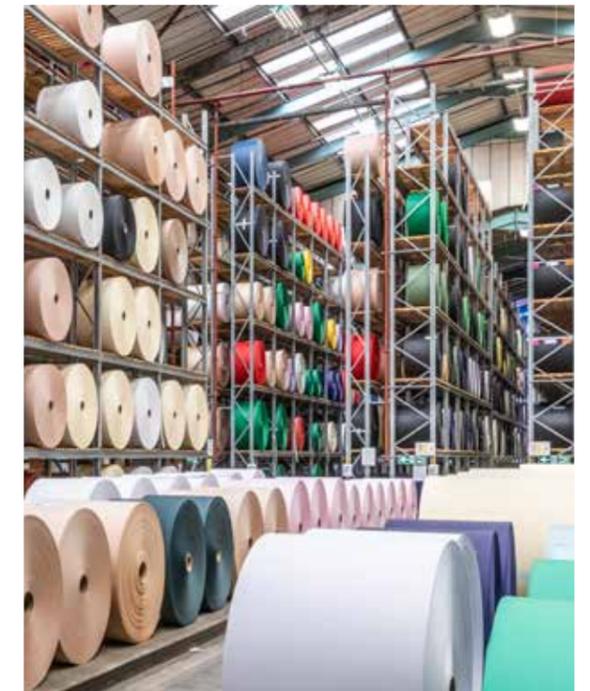
Our multi-award-winning moulded fibre innovation, Colourform™, will now become an integral part of a strong and unified luxury packaging offer, optimising our business to better service our customers. You may no longer see the Colourform™ name, but the skill and innovation remain firmly in place.

We will embrace continuing demand and preference for paper-based packaging by bringing together expertise and innovations to offer a complete industry leading packaging solution for many of the world's foremost luxury brands.

This exciting era will be underpinned by our investment in a ground-breaking decarbonisation programme to electrify our operations, as well as our new state-of-the-art embossing centre.

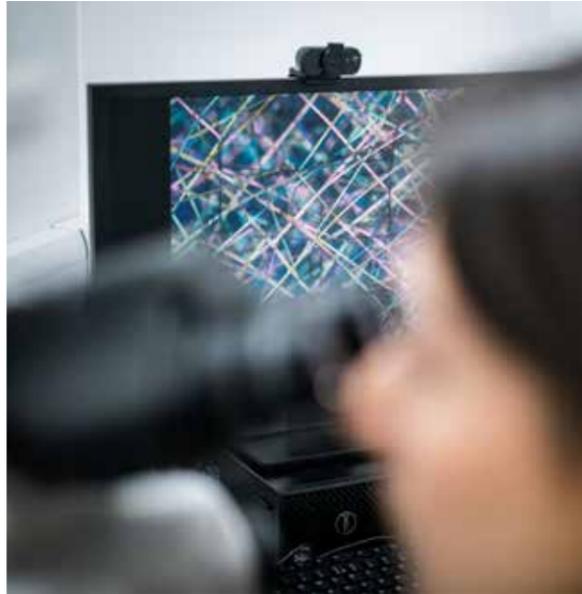
With a rich two-century heritage of paper making, we are excited to share this new chapter of paper innovation with you.

Richard Bracewell
Managing Director, Paper Products



WHO WE ARE

James Cropper



James Cropper is a market leader in advanced materials and paper products. Led by the Cropper family for six generations, the business has an international workforce and an operational reach in over 50 countries.

Established in 1845, the Group manufactures paper, packaging and advanced materials incorporating pioneering non-wovens and electrochemical coatings. A specialist provider of niche solutions tailored to a unique customer specification, ranging from substrates and components in hydrogen electrolysis and fuel cells, to bespoke colours and textures in paper and moulded fibre packaging, designed to replace single use plastics.



The James Cropper FibreBlend Upcycled Technology transforms waste, including used coffee cups and jeans, into beautiful, fully recyclable paper and packaging solutions. James Cropper's goal is to be operationally carbon neutral by 2030 and to reduce carbon through its entire supply chain to net zero by 2050.



Moulded fibre can be used inside rigid boxes as an insert - shaped to hold, protect and elevate the product within



DYED WITH UPCYCLED ROSEMARY EXTRACT

From plant to paper

For more and more brands, sustainability continues to dominate the agenda. Being able to demonstrate the social and environmental impact of their products is becoming a pre-requisite.

The drive for eco-friendly packaging falls in line with recent research by James Cropper that environmentalism is one of the biggest influences on packaging design in recent years, alongside social media, diversity and inclusion.

For example, in the Fragrance & Cosmetics sector in particular there has been a shift in conscientious consumerism, with increased interest from consumers not only on the provenance of the ingredients that go into the products themselves, but the packaging itself.

With this in mind, specialist papermaker James Cropper has applied its expertise with plant-based dyes and upcycled fibre technology to papers for premium packaging.

Made with 100% recycled fibre and dyed with natural ingredients, James Cropper launched Wainwright Colours from Nature in 2022 with the shades, Limestone and Herdwick Brown, created from inedible rosemary extract, which was destined for waste.

The range has achieved a number of industry accolades since its launch, impressing judges with its biodegradability capabilities, use of rosemary waste, aesthetic qualities and the bleed-free paper's resistance to rubbing and light.

RIGID BOX

Wainwright Demonstrator

The concept of circular design is ever present in the consumer mindset; but being able to say that your product has been able to break the cycle of waste for a number of waste streams, and give them another useful life is a powerful story to tell.

Engineered to provide a natural and tactile feel, Wainwright Colours from Nature is suitable for box covering, folding boxes and shopping bag applications and ensures outstanding print performance and converting characteristics.



ULÉ IS A CONSCIOUS BEAUTY BRAND, SO IT MADE SENSE TO DESIGN OUR PACKAGING WITH THE MOST MINIMAL IMPACT ON THE ENVIRONMENT RIGHT FROM THE START.



Lindsay Azpitarte, Ulé New Brand Development Vice President



FOLDING BOX

Ulé

Shiseido joins a plethora of beauty names turning its focus towards responsible solutions; we continue to see an increased demand from consumers for brands to be better, which includes using sustainable packaging.

Delivering a responsible packaging strategy, the beauty house launched Ulé, an innovative eco-conscious skincare brand.

Using our FibreBlend Upcycled Technology, we have created the outer packaging for the brand with paper from our Rydal range. The natural white board is made with 100% recycled fibres, recognising the important role that recycling paper plays in the entire paper lifecycle, which sits perfectly with Shiseido's focus on reducing and recycling its packaging.





RETAIL BAG

Rissmann

Entrancing Middle Eastern design cues, vibrant multi-coloured print and reusable trimmings: the warm and embracing atmosphere, radiating from this elegant paper bag by luxury packaging specialist Rissmann.

In a true expression of eco-conscious design, not only is the bag made with 100% PCW recycled paper from the Rydal Packaging Collection, the paper carrier is also recyclable and biodegradable. The fine woven ribbon handles are also made from paper; the cotton tassels are reusable and the print is mineral oil free.



Design with sustainability in mind is high on the agenda for brands in every sector, including luxury. There has always been a degree of resistance in choosing recycled materials, born from the perception that it means a compromise on quality and beauty. This design demonstrates that is not the case.

Tricia Hartmann, Global Packaging Lead at James Cropper





MOULDED FIBRE

Perrier-Jouët

Crafted from paper pulp, the Belle Époque 'Cocoon' has been designed for the champagne house's vintage cuvees, Perrier-Jouët Belle Époque and Perrier-Jouët Belle Époque Rosé.

The box perfectly envelops the Belle Époque bottle, enhancing its shape. Offering a unique design profile with a pleasing sweep producing an organic and natural feel, only the golden cap crowning the champagne is revealed which is showcased by a small petal-like collar.

With an enchanting minimalist elegance, the emblematic Art Nouveau inspired anemone of the Perrier-Jouët house is subtly conveyed through the intricately sculpted floral decoration which beautifully fades out at the packaging edge with a double-deboss.

At just 49 grams, the wrap is 93% lighter than the previous gift box. It is designed with only natural materials; paper pulp prepared from sustainably managed forests. The wrap is varnish free, with a long sleek hinge and fastened with a double locking clasp mechanism: it does not require any glue.

This work represents a fantastic collaboration between the James Cropper and Perrier-Jouët, development teams. Maison Perrier-Jouët has always been guided by a love of nature. The new sustainable wrap reflects the evolution of this passion, with the house taking sincere, ethical and lasting action to reduce its impact on nature and sustain the environment.

Audrey Guerin, Packaging Development Manager at Maison Perrier-Jouët





CORRUGATING

Walpole

The muted opulence of bespoke materials and detailed features are a statement in sustainable ecommerce packaging.

The purpose of packaging is to present the product as the hero and to fade away once it's accomplished this feat. This collaboration with Intl. Direct Packaging culminated in a packaging system that delivers a unique and interactive unboxing experience for Walpole readers.

The luxury box design is constructed of black Rydal 100% recycled paper corrugated into F Flute boards that are embossed and debossed with hand crafted artwork to showcase the beautifully designed cover of the Yearbook.

Because these boxes are mono-material and do not use inks or glues they are 100% recyclable without having to disassemble them.



Is the future of ecommerce more brown boxes that look the same, or is it something else entirely?

WE ARE ABLE TO SHOW THE PRODUCT'S PERSONALITY WITH NO DAMAGE TO OUR ECOSYSTEM



Natalia Mizejewska, Founder & CEO of BelRebel

ACCESSORIES

BelRebel



Complementing BelRebel's vision of creating a fully eco-conscious offer, the fragrance challenger brand selected James Cropper's Vanguard range of paper to create the boxes for its seven fragrances, as well as the absorbent tester blotters for fragrance evaluation.

Containing 30% upcycled fibre, the Vanguard paper gives a second life to recovered fibre and is blended with fresh fibre from sustainable forestry sources to deliver beautiful papers without any compromise on performance or beauty.

The design ensures only an essential amount of material is used. The blotters are ink-free, with die-cut branding and a series of regimented holes across the surface.

This fits strongly with the brand's design philosophy on adopting sustainable practices, right from the precious materials that produce the fragrances through to the packaging.

THE JAMES CROPPER WAY

Planet-friendly packaging

From managing recyclability to packaging regulations, Tricia Hartmann, Global Packaging Lead at the pioneering tailor-made mill, discusses all things packaging sustainability.



RECOVERED
FIBRE BY 2025



CARBON NEUTRAL
BY 2030



NET ZERO
BY 2050



James Cropper is a market leader in advanced materials and paper products. For us it's about making a material difference with fibre, so that can be cellulose or carbon!

We specialise in tailor-made solutions. We make bespoke colours and textures in paper for luxury packaging and make innovative moulded fibre packaging designed to replace single use plastics.

We have done a lot of research around fibres. All the fibres for paper are from renewable sources, and our goal is that by 2025, 50% of that is recycled fibres. This is an integral part of our pledge as a signatory to the Canopy Planet Pack4Good initiative.

With our FibreBlend Upcycled Technology we are transforming waste into beautiful paper products and packaging. We developed the world's first technology to upcycle used coffee cups, and we have closed the loop on our CupCycling™ technology. This means 100% of each cup is recycled – a pledge we made to the Ellen MacArthur Global Commitment.

A big priority for us on tackling climate change, is our ambition to be net zero by 2050 across our entire supply. A big step on this journey is to be operationally carbon neutral by 2030, and we have a decarbonisation roadmap in place to significantly reduce the energy we need to make paper products and move to 100% renewable electricity.

How does James Cropper manage recycled materials to produce luxury packaging?



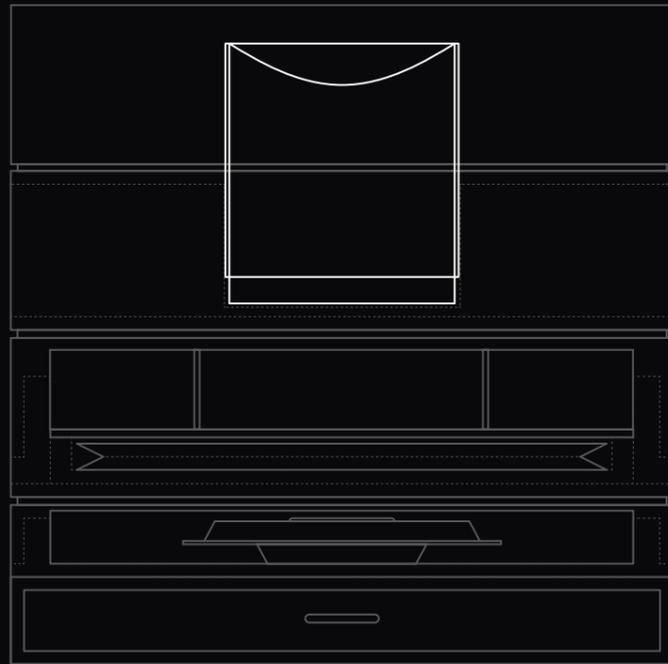
Left: Sarah Louise Matthews x Rydal Apparel; a bespoke papercut and paper sculpture to tell the story of Rydal Apparel - Worn & Reborn

Our FibreBlend approach allows the production of paper products with recycled content, that are comparable to virgin products in terms of quality and performance, and still 100% recyclable. A clear win.

Being a nature-derived material, from responsible forestry and recycled paper combinations, the raw material inputs can vary. However, we have control of the paper process, and so are able to elevate or sublimate these natural inconsistencies.

If the pack design embraces natural difference, it can be a powerful message for brand packaging. Whilst consistent in colour, each piece of packaging can have a slightly irregular finish or show flecks that help to tell the story that it is made from a recycled source, that makes it individual.

Read the full interview at jamescropper.com



THE HIVE 1.0

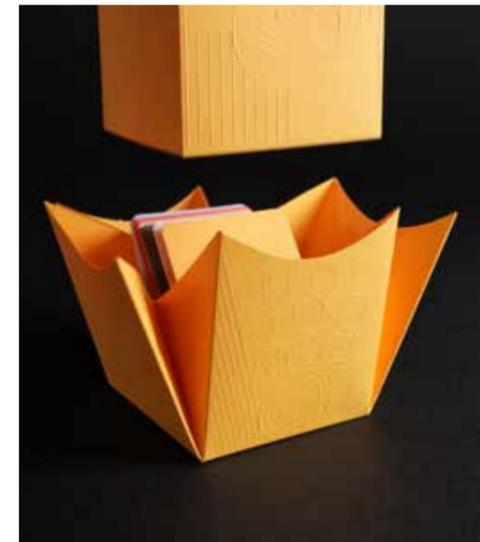
Play, Explore, Discover

Exclusively launched at LUXE PACK Monaco - you will have been one of the first to experience The Hive; a physical representation of James Cropper's transformational year.

Named for its unique juxtaposition of intricacy and precision, The Hive represents the endless possibilities which James Cropper's team of packaging experts offer, while clearly compartmentalising capabilities into three chambers.

The architectural design invites the handler on a journey, encouraging creativity and offering understanding of what James Cropper Luxury Packaging means today. Each chamber represents a unique packaging solution, now including moulded fibre – formerly Colourform™.

The FibreBlend Upcycled Technology chamber – the representation of which you hold in your hand – is a key focus of The Hive. It playfully brings to life James Cropper's recovered fibre system. Each available fibre stream is characterised simply on a playing card; scanning the QR code will reveal further detail.



Much more than a source of information, this demonstrator is a promise; an indelible statement of intention for the James Cropper paper portfolio to be comprised of 50% recovered fibre by 2025...less than two years from now.

The Hive 1.0 - which you have seen first-hand - is just the beginning. Following the feedback from those who have seen it first, full production of The Hive 2.0 will see it launched as a working tool: the James Cropper Luxury Packaging experience in a box.



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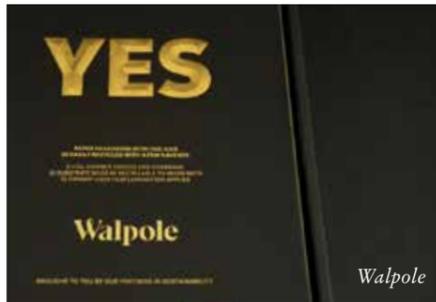
Immersive storytelling

Luxury brands will continue to leverage packaging as a storytelling tool, creating an immersive experience that unfolds as their products are unboxed.

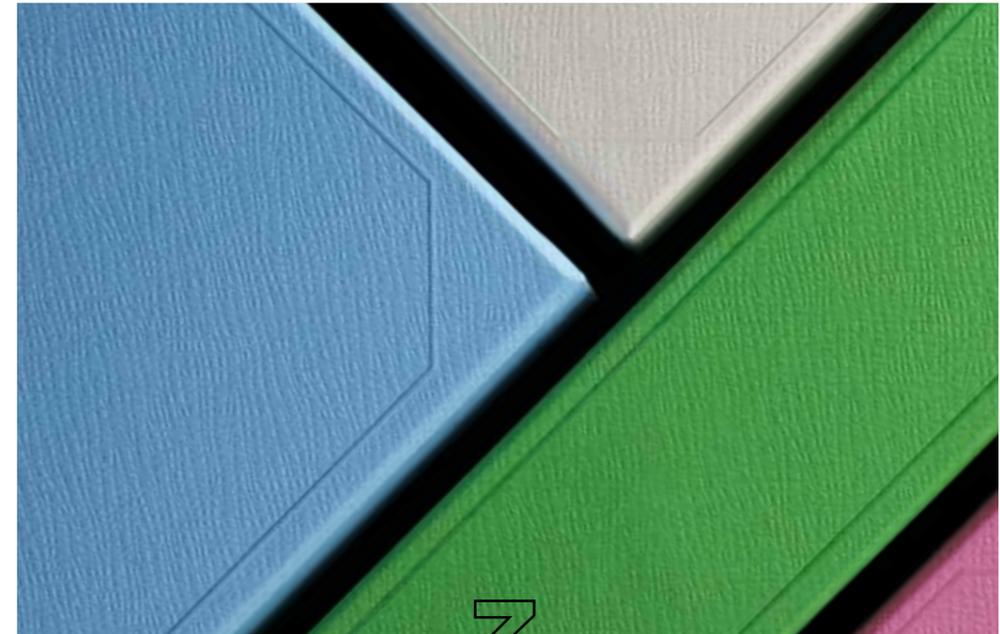


Creative ecommerce packaging

Consumers still expect that 'wow' moment when they receive their luxury purchase direct from an online order.



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LUXURY TRENDS SHAPING...

Sustainable Packaging

Tricia Hartmann, Global Packaging Lead at James Cropper, shares five predicted trends that we've noticed for 2024 and beyond, ultimately aimed at elevating the user experience to new heights.

4



Minimalist approach to packaging

Simplicity and understated elegance are terms that are immediately associated with luxury. That's why minimalism is set to continue as a trend for luxury packaging.

Innovative structural designs

Luxury packaging is transcending its traditional forms and embracing a new era of innovation through awe-inspiring structural designs.



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TELLING YOUR STORY WITH PAPER

Tailor-made luxury packaging

Custom packaging is a great way to stand out from competitors and appeal directly to a loyal and engaged brand audience. It's also the perfect opportunity for companies to create a unique and memorable experience for their followers.

This can also extend to offering customers further choice from a selection of unique design elements, allowing customers to co-create the gift experience.

By doing so, brands will enhance the exclusivity associated with their products, and can also gather insights into customer preferences, allowing them to refine their offer.

A great example is the latest jewel-like packaging offered by Swarovski, showcased in a curated choice of colour combinations for customers to select from. This creates a tailored experience that caters to specific tastes and needs.

Every brand is unique, so why settle for a standard paper or even a standard square box? Create something tailor-made that's right for your brand.

At James Cropper we have expert knowledge on colour and fibre, and can help brands on their tailor-made journey, using advanced fibres in combination with colour for paper or moulded fibre that will meet all the requirements of the packaging. Allowing brands to take control of their packaging in terms of colour choice, surface embellishment and fibre source.

Making a tailor-made colour is not difficult for us, it can be as quick as making a standard production in our making cycle. For example, a bespoke red would just go into the same space on a machine as a standard red.

Our technical laboratory could develop a colour for a moulded pulp product, say a red, and the same red for paper, so that all the packaging applications needed by the brand are consistent.

With an infinity of colours, you are not restricted to a colour range that has been pre-selected for you by someone else.

Don't be satisfied with someone else's choice.

Acknowledgements

BelRebel | Dries Van Noten | Hunter Luxury | Rissmann | Off-White | Perrier-Jouët | Seymour PR | Shiseido | Walpole

Awards 2023

Innovation Awards Paris Packaging Week: *Winner, Sustainable Innovation*

Avant Garde Packaging Premiere Milan: *Winner, Most Innovative Luxury Project*

Red Dot Design Award: *Winner, Bottle Case*

Pentawards Shortlisted in 8 categories: *Fine Wines and Champagne, Perfumes and Fragrances, Beauty, Limited Editions, Sustainable Design - Beverages, Sustainable Design - Beauty, Sustainable Design - Luxury Goods, Professional Conceptual Work - Luxury Goods*

Formes de Luxe: *Winner, Moulded Pulp Packaging*

UK Packaging Awards: *Shortlisted for Design Team of the Year*

Production Notes

Design	Plain Creative
Photography	James Cropper Archives Perrier-Jouët Plain Creative Steven Barber Photography Walpole
Print	Titus Wilson

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Paper trail

Tracing the lineage of paper right to the source; FibreBlend Upcycled Technology.

FibreBlend
UPCYCLED TECHNOLOGY

FibreBlend is more than just a product or process, it's at the heart of our purpose: Pioneering materials to safeguard our future.

VANGUARD RED
380 micron



TRIM + FRESH

Fibres recovered from industry and virgin wood from responsibly managed sources



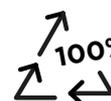
30%
Upcycled
Fibre Content

RYDAL NATURAL WHITE
120 gsm



CUPCYCLING™, WORK + TRIM

Fibres recovered from used coffee cups + cup offcuts, places of work and industry



100%
Upcycled
Fibre Content