Better Human

Design, shape, finishing and the environment
PrintCity is a strategic alliance recognised as the “connection of competence” across the entire printing and packaging value chain, promoting the value of print and packaging.

• We deliver value to customers by gathering and sharing leading global know-how within a network.
• We deliver knowledge via seminars, trade fairs, project studies, tutorials, publications and electronic platforms.
• We maximise synergies to develop our industry effectively and cost-efficiently.

And we have been doing so for the last **20 years**
The PrintCity Alliance

Canon  eppler  Heidelberg
  DRUCKFARBEN  Web Carton Converting

IST  KURZ  MERCK

KAMA  MetsäBoard  WEILBURGER

ZELLER+GMELIN

collection of competence
Better Human
Packaging for small electronic devices

- Fictitious brand
- High-quality products made with sustainable methods
- Made from sustainable and recyclable components
- Recyclable materials and resource-saving packaging designs
Products and product names

• Creative product names
• Incorporate the colors of Better Human’s corporate design
• Unique typography that leaves room for interpretation and a play on words
• **ear[th]buds**: Wireless, in-ear headphones
• **ear[th]phones**: Headphones
Structural design

- **Two-part packaging**: Slipcase and inlay
- **Monomaterial**: Fresh-fiber paperboard, plastic-free
- **Material-saving**: Optimized to protect and nest the product
Anti-Counterfeiting

- Protection against counterfeiting and theft: Security seals provide tamper evidence and proof of authenticity
Print finishing (folding carton & blister pack)

• **Cold foil:**
  Fine, glossy-green lines of the leaf contours

• **Hybrid textured and gloss lacquer:**
  Subdued glossy structure of the leaves
Print finishing (folding carton & blister pack)

- **Hot foil embossing:** “better” lettering and “b” logo
- **Blind embossing:** “human” lettering and “h” logo on earbuds
- **Gloss lacquer:** Earbuds
- **Gloss & textured lacquer:** Background is smooth to the touch
Blister coating suitable for

- Paperboard-paperboard seal
- Direct food contact
- Inline process with printing inks
Production and efficiency

- Products manufactured by state-of-the-art production systems
- UV-LED technology: Energy-saving, mercury-free and ozone-free
Efficient and eco-friendly production

- Production partner: **Model Kramp**, Hanau
- Certified to e.g.: ISO 50001 Energy Management and ISO 14001 Environmental Management
- Climate-neutral production
Recycling

- The basis for good recycling: **Monomaterial** design
- Hot foil stamping and cold foil printing are **fully** deinkable and recyclable
  - **No** film is transferred!
  - **Extremely thin** aluminum layer of 0.00002 mm
- Similarly, the **UV process** is no obstacle to recycling
## Configuration & Materials

- Offset print
- Hot- & cold foil embossing
- Blind embossing
- Hybrid varnish

### Anilox roller:

| WEILBURGER Graphics SENOLITH* UV GLOSS LACQUER, EMBOSSSABLE INLINE FP NDC PLUS 360435 |
| Pantone 376 |

### Gloss lacquer:

| WEILBURGER Graphics SENOLITH* UV OFFSET GLOSS LACQUER HYBRID FP NDC 369442 |
| Yellow |
| Magenta |
| Cyan |
| Black |

| Kurz adhesive UV ink for cold foil printing with Kurz LIGHT LINE* Laser Seamless KPO |

| Die-cutting |
| Blind embossing (stamping die from hinderer+mühlich) |
| Kurz ALUFIN® Mat hot stamping foil (stamping die from hinderer+mühlich) |
• Offset Print
• Hot Foil Embossing
• Blind Embossing
• Hybrid Varnish
• Blister Coating
Configuration & Materials

Structural design:
Ville Ekosaari for Metsä Board

Cold and hot foils:
LEONHARD KURZ Stiftung & Co. KG

Substrate:
MetsäBoard Prime FBB Bright - NEW 270 g/m²
MetsäBoard Prime FBB Bright - NEW 255 g/m²

Printed at:
Model Kramp GmbH

Lacquers:
WEILBURGER Graphics GmbH

Brand concept, design, production management, documentation:
Alexander Dort
More information

4-page flyer  Two tutorials

www.printcity.de >> Projects >> Better Human