

Premium Litho Drinks Packaging – Perfect Pick For Corrigan’s Original

We appreciate the importance of quality when it comes to packaging. Whether it’s to keep products protected or to make a positive impression for better brand awareness, using the highest quality of premium litho printing on your packaging can help your products stand out even in the most crowded marketplaces.

Soft drinks brand Corrigan’s Original approached our Saxon Packaging site (located in Lowestoft) with a challenge. They needed help with the design of a pair of 12 x 250ml can packs and their brief called for resilient, sturdy, and bright packaging that would stand out from the competition and connect with consumers.

Their vision was drinks packaging that was visually striking on shelves, but without compromising on the protection of the soft drinks.

A unique brand deserves unique packaging

This was the client’s first experience completing a can packaging enquiry from beginning to end. As a result, we were determined to make the design process as stress-free and enjoyable as possible.

Our talented team at Saxon Packaging suggested using an EB flute board, considered one of the strongest and most cost-effective types of packaging. We’re always keen to collaborate with our clients, so Corrigan’s Original brought their design team to create the artwork.

The final designs featured eye-catching colours and bold botanical print illustrations. Determined to ensure the unique designs leaped from the shelves, we recommended a litho printing process and matte laminate finish. Litho printing in particular adds a level of brightness and cleanness that no other industry finish can match.

Premium design for a premium soft drink

Throughout the entire project, both parties also had to navigate the unprecedented effects of the global pandemic. However the two teams came together to complete the project safely and on time.

The finished litho drinks packaging project was well received by the client and their premium soft drink can now be found in wholesales, cash and carries, and stores around the country.

Corrigan’s Original products are also available in British Airways Lounges, The Langham Group, Oakman Inn, and the ETM Group.



Adding value that transcends packaging

We believe in quality packaging that adds real value to brands. We understand the power packaging has in brand promotion. As part of the Smurfit Kappa Group, our Saxon Packaging site is a multi-award winning design manufacturer of corrugated packaging, and as a group our ethos is all about supporting our clients and helping them make the most of their packaging and the powerful branding opportunities it brings.

Corrigan’s Original – another happy client

Client feedback is important as there are always lessons to be learned from every packaging project we work on. Howard Corrigan, Co-founder & Director of Corrigan’s Original reflected

“It was great working with Saxon Packaging. I found the team extremely helpful and professional despite the challenges we all faced during COVID-19. I am really pleased with the look and feel of the boxes and have had many great comments from customers and prospects. I look forward to working with them in the future on the packaging for my new flavour, which is due in late May.”

For more information on our packaging solutions visit [smurfitkappa.com](https://www.smurfitkappa.com).