

# Strykk Whilst The Industry's Hot - With Single Bottle Luxury Drinks Packaging

Following success in the cocktail market, Alex Carlton of Funkin Cocktails established non-alcoholic spirits brand, Strykk.

Alex has over two decades of experience working in the industry and approached our Saxon Packaging site (part of Smurfit Kappa) in September 2020 looking for help with his drinks packaging.

Since then, Emma Bishop, Saxon Packaging's Internal Sales Coordinator, has been working closely with Alex and his team to create the perfect drinks packaging solutions for Strykk. Together with the rest of the team at Saxon, Emma has been able to support them in translating their ambitions for the brand into effective and striking packaging designs.

To date, Saxon have helped the Strykk team with 15 unique packaging orders and they are already working on some new designs for their upcoming products. Strykk are making waves in the non-alcoholic drinks industry and Saxon are proud to be supporting them as they continue to thrive in this growing market.

## Strykk's Single Bottle Premium Drinks Packaging

One of the very first projects Saxon worked on with Strykk was for their single bottle premium drinks packaging. They had visions of a simple gin gift box, but they needed it to encompass a luxurious, premium feel and stand out from their competitors. The Morning Advertiser, in association with Fentimans, article Key drink trends for summer 2021: Premium pours, gin growth and independent brands, recently reporting that

“According to research by CGA the premium drinks category – worth £19m in the UK – is growing across all categories post-lockdown with almost half (47%) of consumers willing to pay more for a better-quality serve”.

“It also reveals that the premium drinks category has observed a market-wide 12% annual increase in value of premium mixer sales, while spirit segment value has grown by 21% year-on-year”.

With this in mind, Strykk asked for a packaging solution that would not only raise brand awareness, but also deliver a positive unboxing experience that would leave a lasting positive impression. Their new premium drinks packaging was arguably one of the most vivid packs that our Saxon team have created for a client and are proud to have delivered a successful packaging solution for Strykk, exceeding Alex and the Strykk team's expectations.

In the early stages of this project, Emma spent a lot of time getting the structural packaging design just right. Working closely with the in-house design team, we were able to deliver Strykk various design samples before deciding on a preferred style.

In the midst of all this creativity, there were some challenges around which packaging material would be most suitable. At the time, the print process for the project had not yet been decided, so it was difficult to choose which material grade and flute profile would work best. Our specialist packaging team discussed all the options available and the ultimate goal for this project. Originally, the premium single bottle packs were intended to be printed digitally. However, after reviewing the final artwork, the desired quantity of units and the overall purpose of the packaging, Strykk opted to go for the more premium and cost-effective print process, litho.

## What Is Litho Printed Packaging?

Litho printed packaging is a versatile print process which is commonly used for premium and luxury products. It has the ability to produce eye-catching, top-quality graphics with the same level of finish and detail comparable to those found in high-end, glossy magazines. This premium quality print is key for brands looking to position themselves as the premium choice in the market.



With up to 8 colours to work with, litho printing allows brands to showcase intricate high-resolution artwork on their packaging of choice. Litho printed packaging can be coupled with a variety of print finishes and visual embellishments to enhance the packaging further.

It is also an excellent solution for delivering a show-stopping experience to potential consumers.

## Transit Packaging – The 'Outer'

With Strykk's drinks packaging designs finalised, the next task was to consider how these boxes would arrive to the customer and how they would create a memorable unboxing experience. The single bottle luxury drinks packaging was accompanied by, what is known in the packaging industry as, an 'outer'. The purpose of an outer box is to protect the contents inside from any damage or abrasion that can occur during the transit and delivery process.

With the unboxing experience at the forefront of the design process for this packaging solution, Strykk strategically created artwork for the outer that was relatively understated compared to the box that would be packed inside. The effect of this was that Strykk could now reveal an emotive experience to those customers who opened the outer packaging with an extravagant litho printed gift box inside. This fulfilled the design brief's requirements and resulted in a perfect unboxing experience. The outer packaging is functional whilst contributing to raising brand awareness, featuring its unapologetically bold typography. This single bottle luxury drinks packaging boasts a vibrant colour palette and with the help of Saxon's design and production teams, the finished product is an important example of premium packaging that we are confident will help Strykk build their brand profile.

“Emma reflected

This was a great project to work on. Whilst it did have its challenges along the way, we worked through them all. The result of Strykk's litho printed packaging is one that is really amazing and will no doubt stand out amongst competitors.”

Molly Bray from the Strykk team added

“We were really pleased with it! The quality of the print was spot on and we can't wait to start sending them out to our customers.”

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