



CASE STUDY

rareESSENCE

The art and science of packaging

rareESSENCE, a maker of fine aromatherapy oils, needed a carton for their perfume products. The design called for double foil stamping on a premium shimmering paperboard but the preferred paperboard had been discontinued, jeopardizing rareESSENCE's high-end look.

Taylor sourced several alternative paperboards and created multiple proofs to ensure the details were exactly right. When rareESSENCE expressed concern about the matte aqueous coating, we suggested a gloss coating to enhance print readability on the shimmering substrate — but without making the surface appear glossy. The premium finish and precise foil detailing achieved the luxurious aesthetic rareESSENCE envisioned.



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