

VERPACK GROUP SUPPORTS SAVEURS & NATURE IN ITS INTERNATIONAL EXPANSION

LES CHOCOLATS DE PAULINE MARKS A NEW CHAPTER FOR SAVEURS & NATURE AND ITS FAMOUS RANGE OF ORGANIC CHOCOLATES. IN 2020, THE COMPANY, ALREADY PRESENT IN MORE THAN 25 COUNTRIES, DECIDED TO RELAUNCH ITS LES CHOCOLATS DE PAULINE BRAND WITH A NEW IMAGE, REINFORCING ITS NATURAL POSITIONING TO HIGHLIGHT THE 100% ORGANIC NATURE OF THE PRODUCTS. VERPACK GROUP JOINED IN THE ADVENTURE, CREATING ALL OF THE PACKAGING FOR THE RANGE: NO LESS THAN 40 REFERENCES IN TOTAL, FROM THE SINGLE PACK TO THE ADVENT CALENDAR. THE GROUP ROSE TO THE CHALLENGE, CREATING SUSTAINABLE PACKS WITH A PREMIUM IMAGE IN LINE WITH THE HOUSE'S POSITIONING.

Jean-Michel Mortreau was a precursor when it came to organic chocolate in France, growing his Saveurs & Nature brand based on ethical trading with local producers in the Americas and Africa and a commitment to fight climate change. With Les Chocolats de Pauline, he paid tribute to his globetrotting daughter. The products were elaborated in her image: modern, elegant, natural, healthy and sustainable. Verpack Group rose to the challenge of this daring project, creating packaging worthy of this timely launch.

FROM A SINGLE UNIT TO A TRAVEL CASE

Hand in hand with the brand, Verpack Group managed the packaging development for the whole of the Pauline range based on eco-design principles. From single tasting packs to wrappers for bars, boxes, sheaths, coffrets and advent calendars, it developed more than 40 references in a range of sizes in time for a targeted launch (in travel retail and department stores).

Each pack is crafted from non-coated cardboard sourced from sustainably managed forests. Fine papers come from the Fredrigoni collection. The décor in multiple shades is created using hot stamping.

Verpack Group was able to adapt its industrial model for this made-to-measure project, proving its agility when it comes to limited editions, staggered production and late-stage differentiation.