

VERPACK REVEALS CAMUS BORDERIES SPECIAL DRY IN ITS FLASK CASING

AN EXCEPTIONAL COGNAC MERITS AN EXCEPTIONAL DESIGN. BORDERIES SPECIAL DRY STANDS OUT FOR ITS FLASK DRESSED IN ENGRAVED METAL. FOR THIS COLLECTOR'S EDITION, GROUPE VERPACK CREATED A COFFRET WITH A PURE SHAPE AND A SOFT TOUCH SURFACE ILLUSTRATED BY A STYLIZED IMAGE OF THE PRODUCT.

For this cognac with its unprecedented aromas, Camus desired an outer pack that was equally outstanding. The product's flask, accompanied by a goblet, evokes travel, conviviality and the unique tasting experience. To complement this, the brand entrusted Groupe Verpack with the creation of a simple, elegant coffret that would ensure optimum protection.



A COFFRET WITH A MISSION TO PROTECT AND RESPECT

Groupe Verpack created a coffret with ultra-sharp angles thanks to its in-house expertise. Its second challenge was the interior chock system that holds the flask in place while taking into account its variable dimensions.

THE SPIRIT OF A COLLECTION

To respect the identity of the product, the image of the flask is reproduced identically on top of the coffret, revealing an elegant contrast of matt and high-shine varnishes. The sides and base, meanwhile, are printed using hot stamping with a gold rendering that mirrors the shade of the metal container.

This coffret, created on an automated assembly line at one of the group's production facilities, offers the guarantee of made-in-Europe quality.

