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## The new Fedrigoni Paper Box is an essential tool for designers, marketing experts and printers

*Micaela di Trana: “Fashion and cosmetics houses, creative agencies, packaging professionals and publishers will find inspiration ‘inside the box’ for their projects.” A unique, iconic collection of 130 years of history, passion and innovation. The launch starts today and includes: Packaging Première PAC Edition at the end of the month, as well as a series of physical and virtual events, with exclusive appointments, international guests and high-impact videos in November*

Design and practicality, minimalism and substance, cutting-edge and quality. Paper Box is an elegant, black container with an unexpectedly colourful, vibrant heart, ready to burst. The entire Fedrigoni range of papers is held in the easy-to-use sections, with nearly 900 different types of natural, coated, coloured, white, smooth and embossed papers of all weights, which will turn any paper-based creative project into a reality.

“After years of being told to think ‘outside the box’, it’s now time to think ‘inside the box’ by exploring the Paper Box collection, because at Fedrigoni we believe that the choice of paper for a project is a creative act in itself,” states Micaela Di Trana, Marketing Director for Paper at Fedrigoni, a leading Italian company in the worldwide production and sale of special papers for packaging, publishing and graphics, as well as self-adhesive labelling products, that is set to launch Paper Box with a major international communication campaign.

Chiara Medioli, Group Marketing Director at Fedrigoni explains: “With Paper Box, which complements our monographic swatch books, we have gathered together all our current ranges with the quality and know-how from 132 years of our history, in a unique, functional, complete and beautiful tool. We want to support anyone looking for the highest levels of paper performance, not just in terms of elegance and sophistication, but also in terms of technical performance. This has been in our DNA since the time of perforated paper used by the first IBM computers, to the first paper used to make Post-It® notes and banknotes.”

Paper Box’s première will be at Packaging Première Collection, a two-day event (29 and 30 October) dedicated to luxury packaging in the Padiglione d’Arte Contemporanea in Milan. Entrance to the Fedrigoni stand will be like going “inside the box” and exploring its secrets with guided tours. A series of physical and virtual events has also been planned from mid-November, with exclusive appointments, performances by artists and designers, as well as international guests, all in total safety and in compliance with current Covid security measures.

More information on planned events will be available on the project’s web page ([www.fedrigonipapers.com/paperbox](http://www.fedrigonipapers.com/paperbox)), where it will also be possible to see the Paper Box presentation video, an aesthetic and emotional journey where sculptural dancers interact with a paper world to give

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shape to an idea. The video brings together two art forms and creative expressions: dance and choosing the best paper for a project.

Developed by designers Paul Neale, Andy Stevens and Huw Morgan at the London-based agency Graphic Thought Facility (GTF), Paper Box is a small, creative masterpiece made entirely from Fedrigoni paper, including the elegant external case. It gathers together the entire existing collection, is easy to use and is aimed at inspiring and guiding designers, creative agencies, printers, publishers, packaging professionals, label designers for wine producers, fashion and cosmetics houses, and anyone who works with paper every day, anywhere in the world.

Paper Box contains all Fedrigoni papers (80 ranges including natural white, ivory, natural coloured and coated papers in different finishes: smooth, felt-marked, laid, embossed or parchment, with special treatments and textures), divided into three sections that easily fit into the elegant, black card case, coated on the outside with Imitlin Fiandra Black 125 g/m<sup>2</sup>, whose robust and light-resistant features have made it one of the longest running products, and which has been available for more than 50 years.