



# 2012 Golden Cylinder Awards

## BEST OF THE EBEST

### PACKAGING | Flexible Packaging-Film

Product: LEGO® Hero Factory Re-closable Stand-up Pouch  
Submitted by: Sonoco Flexible Packaging

Lego wanted to transform the toy aisle for their Hero brand by implementing a reclosable stand-up pouch. The new stand-up pouch delivered a reclosability option, high impact graphics and differentiation on the store shelf versus the existing carton. To create differentiation, Sonoco implemented a shaped pouch to catch the consumer's eye. To meet the high impact graphics, Sonoco chose to use their internal graphics management team, Trident, to produce the rotogravure cylinders and separations. The use of the gravure process was instrumental in delivering the intricate detail needed for the Hero brands. The ne-screened colors are produced from both line and process colors. Tight registration and color control ensures the impeccable detail and color balance on the package. The superiority and quality of the gravure process is clearly evident in the design. By having the close alignment with the graphics, Sonoco was able to deliver the consistency and "pop" required by the customer.

Separator: Sonoco Trident  
Engraver: Sonoco Trident  
Printer: Sonoco Trident

Press Manufacturer: Schiavi 2  
Substrate Manufacturer: SKC, Celplast metalized and NEX  
Ink Manufacturer: Siegwerk Ink



Innovative People Redefining Print®

[www.QG.com](http://www.QG.com)