

Smells Just Right!



Grey LD45
Presentation Foam

Our Customer. Fine Fragrances of Sunbury on Thames

Their Customer:

Van Gils

Brief

to support the launch of the new Tendenza Mens Fragrance.

Tasteful design!

Inspired by the modern Van Gils clothing designs and rich traditions of the Italian lifestyle, Tendenza Mens Fragrance represents a fusion of tradition and modernity. To complement their brand in the market place Fine Fragrances of Sunbury on Thames approached The Case Company (UK) Ltd on behalf of Van Gils to produce an Aluminium Presentation case to launch their new fragrance.

They chose to utilise their media artwork further by laminating the inside panel of the case for full impact when the case was opened, as shown. Using a one colour logo on the Aluminium finish added a touch of sophistication, again complimenting the brand.



Call: 01531 640543 • Fax: 01531 640759

E-mail: julie@thecasecompany.co.uk

www.thecasecompany.co.uk

Company Registration No.04536844 VAT No. 803849421

The Case Company (UK) Ltd,
3 Leighton Court, Lower Eggleton,
Ledbury, Herefordshire HR8 2UN