

# HIGHLIGHTS

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– March 2004

Specialutgåva för Kartongdagen på Munchmuséet



Say it with flowers  
– in attractive Frövi-board

# Say it with flowers – in attractive Frövi-board

This “Flower Cornet” is a new alternative to the existing range of different types of flower wrappings. As it has such a strong image it can even promote the idea of treating someone with a pot plant.

## The gift that will be noticed

When you give a present to someone, the whole idea is that you want to be remembered, and this unconventional packaging solution makes sure that the gift will get the appreciation and attention it deserves – and that the recipient will keep you in mind. It is fun, convenient and is stating environmental awareness and quality. And the price level is very comfortable!

## Flowers and wrapping in harmony

As packaging it is enhancing the symbolism of flowers; love, emotions, nostalgia and romance. The Danish pot plant export company Bøg Madsen has incorporated the “Flower Cornet” in their assortment and estimates that there is a big potential in the European market for the product.



## FRÖVI LIGHT for moisture resistance

FRÖVI LIGHT was chosen as board material for its combination of high moisture resistance and the ecological image – that is further enhanced with handles of natural cord.

**Designer:** Pais Design, Denmark

**Converter:** Jens Johansen Kartonnage, Denmark

**Retailer:** Bøg Madsen, Denmark

**Cartonboard Producer:** AssiDomän Frövi

**Substance:** FRÖVI LIGHT 290 gsm



Benedikte Pais with the “R & D department”. The four children participate with practical tests and are generous with their opinion on what ideas are good or “not so good”

## “The Flower Cornet” and the path to Frövi

*The idea of the cornet came about as a result of my constant wonder at the cumbersome nature of traditional flower wrappings. I soon worked out what I needed: A cartonboard flower cornet with the emphasis on an ecological image; environmentally friendly, strong, and moisture resistant with good printing and embossing properties. “Impossible – the shape does not comply with a continuous production process, and no board material can meet these demands” were the spontaneous reactions.*

*Tests proved the idea to be good, but it was not until we met our present business-partners, Jens Johansen Kartonnage and the retailer Schramm Papirgross, that it became reality. They both advised us to use Frövi-board. From the first prototypes we were convinced – both by the appearance of the board and also by the properties. We have tested many different board grades but none with the same strength and flexibility as the Frövi-board. No other grade has been able to withstand our “water-test” (the flower cornets are placed in water bowls for three days) anywhere near as well as Frövi. The board does not swell like other board grades and it keeps most of its strength in wet conditions. When dried, the result is also better as both strength and appearance remains virtually unchanged.*

*Whether you want to print, emboss, or prefer the natural brown colour, we have a product that clearly communicates quality and class. Since getting to know Frövi’s board, we have developed several products where the characteristics of the board have been one of the main sources of inspiration. It has simply opened new horizons for our design.*

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Success Stories on the web: [www.frovi.com](http://www.frovi.com)