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JAMES CROPPER

PAPER & PACKAGING

Globally minded but rooted in our communities. Inventive and open to change, but proud of where we have come from. We are forging new materials and possibilities, but still place human values, knowledge, and craft at the heart of what we do.

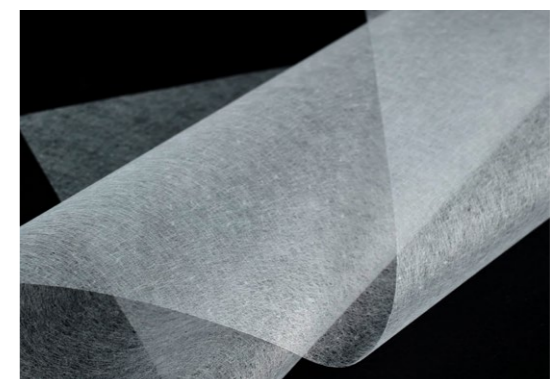
We are a pioneering materials business made up of the most brilliant minds in the field; bonded by a drive to 'Make a Material Difference.' Together we invent and reinvent sustainable materials that will safeguard a better future. So far, our team has unlocked countless possibilities for clients around the world, tailoring solutions to the unique challenges of their industry - from creative papers and luxury packaging to technical fibres and future energy.

Focused within the luxury packaging sector, our offering consists of packaging papers and moulded fibre packaging suitable for a vast range of applications. As we embrace the continuing demand and preference for paper-based packaging, we bring together expertise and innovation to offer an industry leading solution for many of the world's luxury brands.

With a rich two-century heritage of paper making, we are committed to continuous innovation and finding new ways to create pulp-based packaging solutions, forming the fibres of daily life.



MAKING A MATERIAL DIFFERENCE



INFUSING COLOUR WITH PURPOSE

UNRIVALLED COLOUR EXPERTISE, SETTING THE INDUSTRY STANDARD FOR TRAINING AND INNOVATION

We craft over one thousand unique papers in a year. From a spectrum of 184 blacks to 62 whites, and all colours in between, each shade we create narrates its own tale. Our expertise lies in the art of storytelling through colour.

Through a time-honoured process, honed over generations, the first 'lab match' sheet is just the beginning of a meticulous journey. A journey that guarantees the quality and consistency of your colour from inception to large-scale production and final product.

The trained human eye, used in conjunction with cutting edge technology, can be used to speed up the development process for our clients and achieve accurate colour consistency. Our team of colour experts constantly test their vision to ensure their colour judgement is second to none.



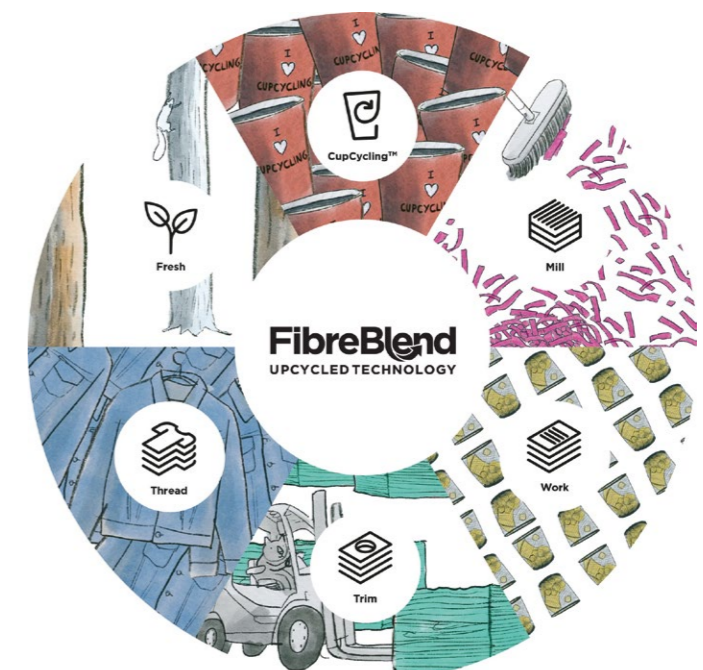
FIBREBLEND UPCYCLED TECHNOLOGY

BLENDING FIBRES INTO BEAUTIFUL PAPERS FOR PERFORMANCE, SUSTAINABILITY, AND VISUAL APPEAL



Our team, a collective of passionate recovered fibre specialists, is dedicated to continuous innovation. We lead with ground-breaking technologies, from upcycling used coffee cups to integrating worn denim into fully recyclable paper solutions.

FibreBlend UpCycled Technology is a testament to our commitment to a circular economy. With over 178 years of mastery in papermaking, our selection of natural and renewable fibres is meticulously curated, ensuring each product not only meets but exceeds expectations in both aesthetics and function.



PAPER & PACKAGING

PAPER PACKAGING


This box is made from 40% post-consumer recycled material and
is 100% recyclable. Please recycle after end of use. Made in China.



LUXURY PACKAGING PAPERS



RETAIL BAG PAPER

Entrancing Middle Eastern design cues, vibrant multi-coloured print and reusable trimmings: the warm and embracing atmosphere, radiating from this elegant paper bag by luxury packaging specialist Rissmann.

In a true expression of eco-conscious design, not only is the bag made with 100% Recycled paper from the Rydal Packaging Collection, the paper carrier is also recyclable and biodegradable. The fine woven ribbon handles are made from paper; the cotton tassels are reusable and the print is mineral oil free.



RISSMANN

Design with sustainability in mind is high on the agenda for brands in every sector, including luxury.


There has always been a degree of resistance in choosing recycled materials, born from the perception that it means a compromise on quality and beauty. This design demonstrates that is not the case.

TRICIA HARTMANN, GLOBAL PACKAGING LEAD AT JAMES CROPPER





LUXURY
PACKAGING PAPERS

 **FOLDING
BOX
BOARD**

Shiseido joins a plethora of beauty names turning its focus towards responsible solutions; we continue to see an increased demand from consumers for brands to be better, which includes using sustainable packaging.

Delivering a responsible packaging strategy, the beauty house launched Ulé, an innovative eco-conscious skincare brand.

Using our FibreBlend Upcycled Technology, we have created the outer packaging for the brand with paper from our Rydal range, the perfect paper for folding boxes.

The natural white board is made with 100% recycled fibres, which recognises the important role that recycling paper plays in the entire paper lifecycle, and sits perfectly with Shiseido's focus on reducing and recycling its packaging.

ULÉ IS A CONSCIOUS
BEAUTY BRAND, SO IT
MADE SENSE TO DESIGN
PACKAGING WITH
THE MOST MINIMAL IMPACT
ON THE ENVIRONMENT
RIGHT FROM THE START





WALPOLE

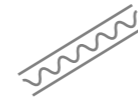
The muted opulence of bespoke materials and detailed features are a statement in sustainable ecommerce packaging.

The purpose of packaging is to present the product as the hero and to fade away once it's accomplished this feat. This collaboration with Intl. Direct Packaging culminated in a packaging system that delivers a unique and interactive unboxing experience for Walpole readers.

The luxury box design is constructed of black Rydal Shadow Black paper corrugated into Flute boards that are embossed and debossed with hand crafted artwork to showcase the beautifully designed cover of the Yearbook.

Because these boxes are mono-material and do not use inks or glues they are 100% recyclable without having to disassemble them.

LUXURY PACKAGING PAPERS



CORRUGATING PAPER



IS THE FUTURE OF ECOMMERCE MORE BROWN BOXES THAT LOOK THE SAME, OR IS IT SOMETHING ELSE ENTIRELY?



LUXURY PACKAGING PAPERS



RIGID BOX PAPER

For more brands, sustainability continues to dominate the agenda. Being able to demonstrate the social and environmental impact of their products is becoming a pre-requisite.

We are seeing a strong push for eco-friendly packaging, which aligns with recent research by James Cropper, showing that environmentalism is one of the biggest influences on packaging design in recent years, alongside social media, diversity, and inclusion.

For example, in the fragrance and cosmetics sector in particular, we've noticed a significant shift towards conscientious consumerism. Customers are increasingly interested not only in where the ingredients in our products come from but also in the sustainability of the packaging itself.

At James Cropper, we have applied our expertise in plant-based dyes and upcycled fibre technology to create premium packaging papers that meet these new demands.

In 2022, we launched Wainwright Colours from Nature, a line made with 100% recycled fibre and dyed with natural ingredients. With the shades, Limestone and Herdwick Brown, created from inedible rosemary extract that would otherwise go to waste.

Since its launch, the range has achieved a number of industry accolades, impressing judges with its biodegradability capabilities, use of rosemary waste, aesthetic qualities, and the bleed-free paper's resistance to rubbing and light.

RIGID BOX

WAINWRIGHT DEMONSTRATOR

The concept of circular design is ever present in the consumer mindset; but being able to say that your product has been able to break the cycle of waste for a number of waste streams, and give them another useful life is a powerful story to tell.

Engineered to provide a natural and tactile feel, Wainwright Colours from Nature is suitable for box covering, folding boxes and shopping bag applications and ensures outstanding print performance and converting characteristics.



LUXURY PACKAGING PAPERS



PACKAGING ACCESSORY PAPER

Crafted from premium materials, our luxury paper for garment tags, vial cards, fragrance strips, and other packaging accessories add sophistication and elegance to any packaging collection.



We are able to show the product's personality without damage to our ecosystem.

NATALIA MIZEJEWSKA, FOUNDER AND CEO OF BELREBEL

BELREBEL

Complementing BelRebel's vision of creating a fully eco-conscious offer, the fragrance challenger brand selected James Cropper's Vanguard range of paper to create the boxes for its seven fragrances, as well as the absorbent tester blotters for fragrance evaluation.

Containing 30% upcycled fibre, the Vanguard paper gives a second life to recovered fibre and is blended with fresh fibre from sustainable forestry sources to deliver beautiful papers without any compromise on performance or beauty.

The design ensures only an essential amount of material is used. The blotters are ink-free, with die-cut branding and a series of regimented holes across the surface.

This fits strongly with the brand's design philosophy on adopting sustainable practices, right from the precious materials that produce the fragrances through to the packaging.

RYDAL IS A PRODUCT RANGE
DESIGNED SPECIFICALLY FOR
PACKAGING – BE THAT A
FOLDING BOX, SHOPPING BAG
OR BOX COVERING APPLICATION

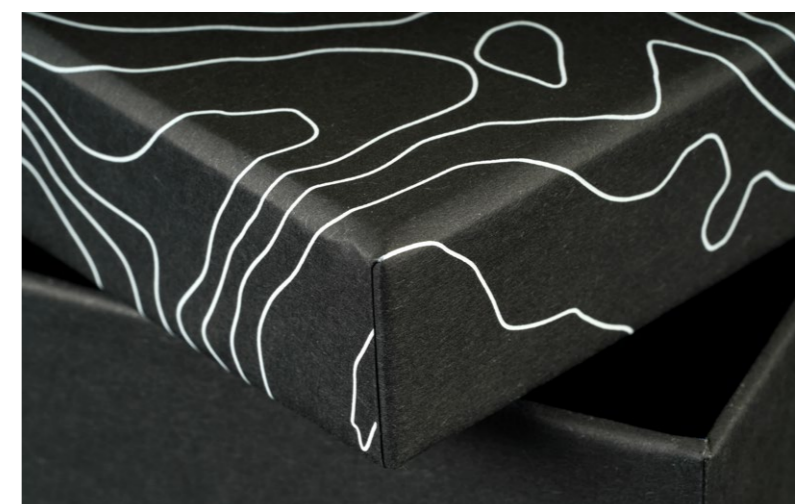


LUXURY PACKAGING PAPERS

RYDAL PACKAGING COLLECTION

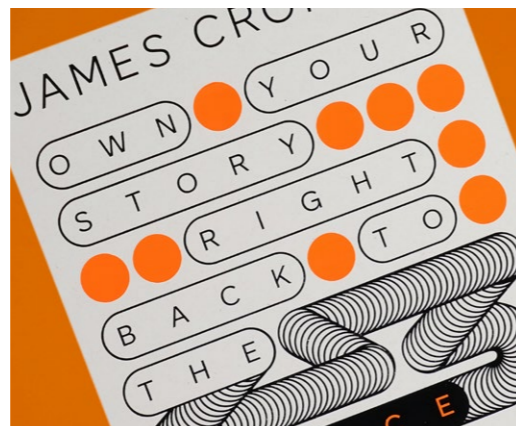
The Rydal Packaging Collection offers a combination of fibres, shades and weights making it a staple in any packaging range. Whether you are looking for a high quality, fully recycled paper, a part-recycled quality to meet the legislative

requirements for USA retail bags, or a fresh fibre blend from responsible forestry sources, then we have a sustainable product designed for your project, be it a luxury bag, tube, garment tag, folding or rigid box.



CASE STUDY:

SOMETIMES IT IS BLACK & WHITE



By joining forces with other innovators in the supply chain we are able to break the myths surrounding recycled materials within luxury packaging. We have created sustainable packaging that has never compromised on quality across a number of sectors including wine, spirits, fashion and beauty.

KATE GILPIN, PRODUCT MANAGER, LUXURY PACKAGING AT JAMES CROPPER

In collaboration with FoilCo and Dreyer Kliche, the James Cropper Sometimes It Is Black & White campaign aims to dispel the myths around sustainable packaging in luxury markets. Challenging conventions and pushing boundaries, the designs test the limits of paper and foils with multi layering and embossed patterns.

Each illustration in the campaign is a statement piece, debunking some of the common misconceptions around paper packaging and foiling. One example is the assumption that paper can only be sourced from trees - the reality is that paper can be made from various sources including the more unusual, like coffee cups, office waste, or even recovered denim.

The campaign also includes statements relating to the recyclability of foiled papers. Cold and hot foils can be repulpable, meaning they can be recycled again and again. Many brands do not know this is the case.

The collaboration brings together James Cropper's industry-leading papermaking skills, Foilco's extensive range of stamping foil shades and finishes, and Dreyer Kliche's expertise in hot foil stamping dies and embossing tools.



LUXURY PACKAGING PAPERS

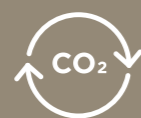
RYDAL APPAREL

Rydal Apparel is 100% recycled and also globally recyclable. As a cellulose based product, cotton-based paper can be recycled in standard waste streams, giving the fibre not only a second life, but also a potential third and fourth.

JAMES CROPPER GOALS



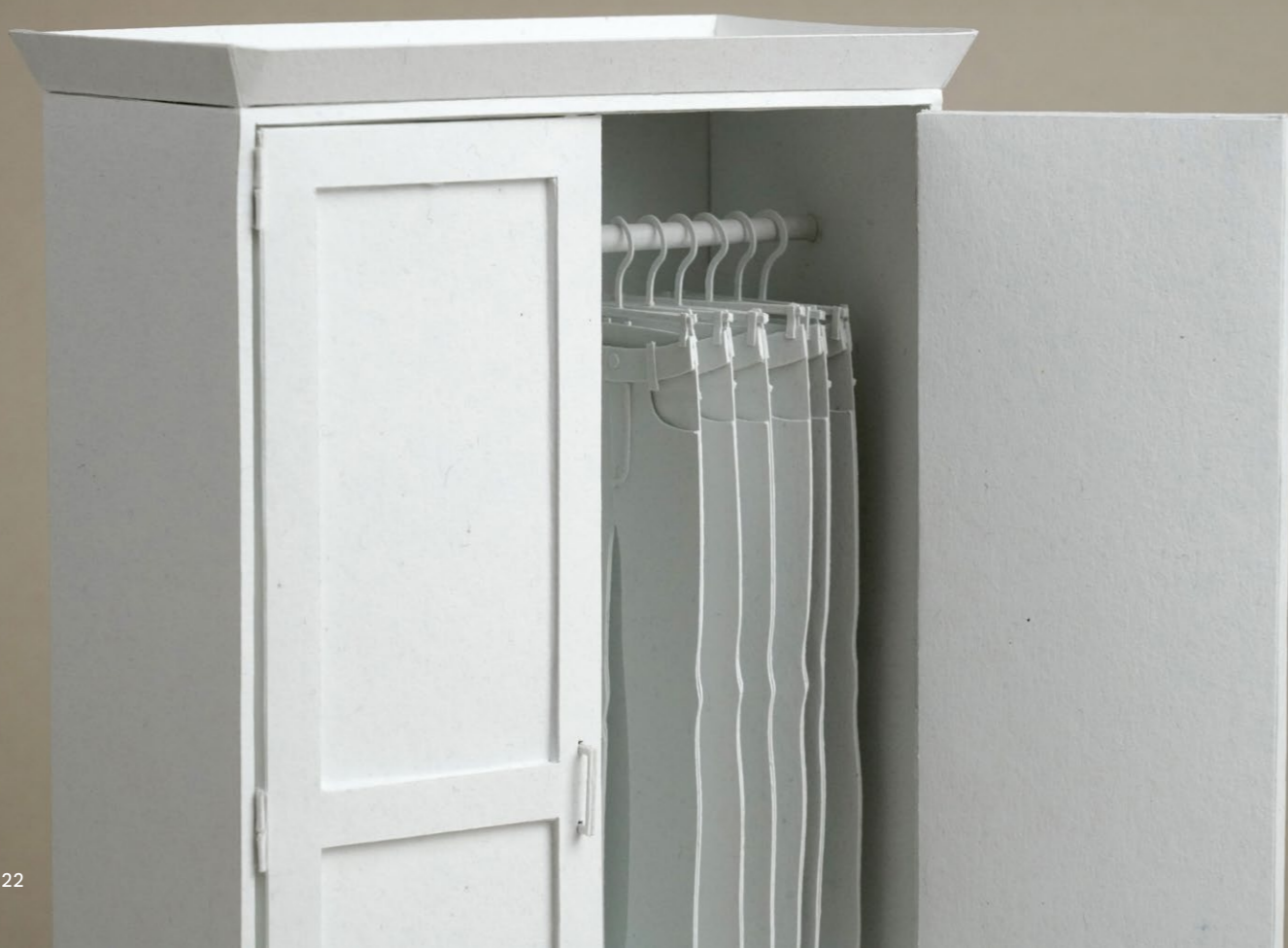
RECOVERED FIBRE BY 2025



CARBON NEUTRAL BY 2030



NET ZERO BY 2050



From managing recyclability to packaging regulations, Tricia Hartmann, Global Packaging Lead at the pioneering tailor-made mill, discusses all things packaging sustainability.

James Cropper is a market leader in advanced materials and paper products. For us it's about making a material difference with fibre, so that can be cellulose or carbon!

We specialise in tailor-made solutions. We make bespoke colours and textures in paper for luxury packaging and make innovative moulded fibre packaging designed to replace single use plastics.

We have done a lot of research around fibres. All the fibres for paper are from renewable sources, and our goal is that by 2025, 50% of that is recycled fibres. This is an integral part of our pledge as a signatory to the Canopy Planet Pack4Good initiative.

With our FibreBlend Upcycled Technology we are transforming waste into beautiful paper products and packaging. We developed the world's first technology to upcycle used coffee cups, and we have closed the loop on our CupCycling™ technology. This means 100% of each cup is recycled – a pledge we made to the Ellen MacArthur Global Commitment.

A big priority for us on tackling climate change is our ambition to be net zero by 2050 across our entire supply. A big step on this journey is to be operationally carbon neutral by 2030, and we have a decarbonisation roadmap in place to significantly reduce the energy we need to make paper products and move to 100% renewable electricity.

HOW DOES JAMES CROPPER MANAGE RECYCLED MATERIALS TO PRODUCE LUXURY PACKAGING?

Our FibreBlend approach allows the production of paper products with recycled content, that are comparable to virgin products in terms of quality and performance, and still 100% recyclable. A clear win.

Being a nature-derived material, from responsible forestry and recycled paper combinations, the raw material inputs can vary. However, we have control of the paper process, and so are able to elevate or sublimate these natural inconsistencies.

If the pack design embraces natural difference, it can be a powerful message for brand packaging. Whilst consistent in colour, each piece of packaging can have a slightly irregular finish or show flecks that help to tell the story that it is made from a recycled source, that makes it individual.

Read the full interview at jamescropper.com



RYDAL APPAREL: DENIM WHITE 100% UPCYCLED FIBRE CONTENT, 440 GSM DUPLEX

JAMES CROPPER

MOULDED FIBRE PACKAGING



MOULDED FIBRE PACKAGING

WRAPS



We redefine conventional packaging with shapes and forms that embrace and enhance primary packaging. Our Luxury Packaging team challenge conventional box shapes, introducing solutions made to wrap, hug, and accentuate with elegance and style.

The coloured wrap for The Bruichladdich Eighteen and The Bruichladdich Thirty is the first of its kind in the whisky space. Made from fully recyclable paper pulp and moulded to the shape of the Bruichladdich optimised, proprietary glass bottle, the wrap is the definition of conscious modern luxury.

Bespoke in colour and shape with unique emboss and deboss features, the design also includes a branded, oversized custom clasp feature. Using 100% fresh fibre the wrap is significantly lighter than previous packaging solutions without compromising strength or integrity while significantly reducing Bruichladdich's CO2 impact.

James Cropper produces the moulded fibre packaging using 100% green energy. Brought to life using a single material with no glue, the packaging is 100% recyclable in every household.

Aligning with the B Corp distillery's commitment to reduce its packaging and waste, the latest launches are also housed in the brand's new decanter-style proprietary bottle, created in collaboration with global creative partner, Thirst. The new bottle contains an average of 60% recycled glass content, is lighter in weight and features an elegant glass closure.

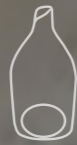
The Bruichladdich Eighteen and The Bruichladdich Thirty have been conceived, distilled, matured, and bottled only on Islay. The high-age statement expressions in the Luxury Redefined range are the liquid embodiment of the distillery's pioneering past and steadfast commitment to the future – always with the aim of creating the most thought-provoking spirits.



CASE STUDY:

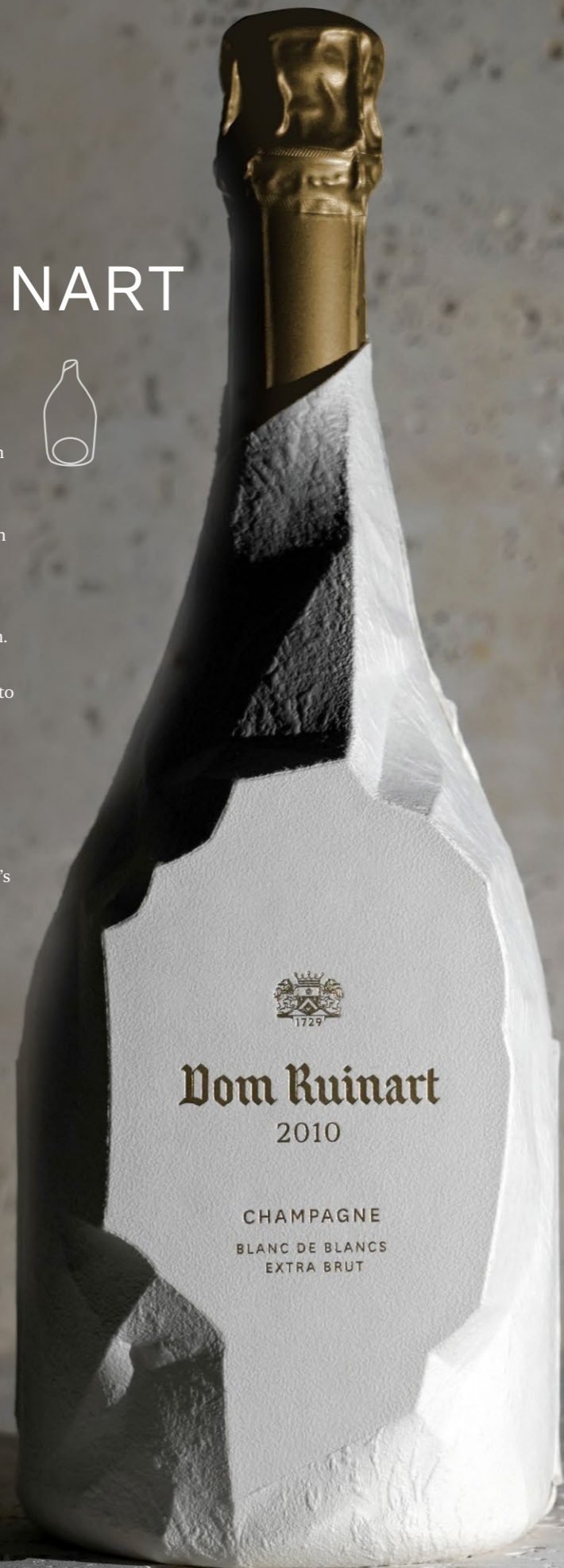
DOM RUINART

In 2020, Ruinart revolutionised its packaging with Colourform's new second skin case, which now envelops all its bottles. Inspired again by the Crayères (chalk cellars) of Maison Ruinart this 100% moulded fibre wrap is the definition of modern luxury packaging.



Dom Ruinart's chalk wrap offers a new interpretation of this innovation. Velvety soft to the touch like chalk, it transforms this exceptional bottle into a sculptural object. The gentle reliefs and crevices crisscross, as if carved directly into chalky rock.

The discreetly engraved 1729 on the fastening button proclaims the heritage of Mason Ruinart, the world's first champagne house.



An incredible evolution of Ruinart's Second Skin. This complex design has more than 400 facets, and the opening and closing system remains of great quality.

LAURENT HAINAUT, FOUNDER & PRESIDENT, FORCE MAJEURE





MOULDED FIBRE PACKAGING

INSERTS



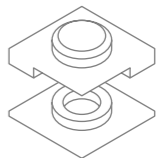
Our inserts are moulded to perfection to secure and protect the product within its secondary packaging. They are a functional and aesthetically pleasing plastic-free alternative, designed to fit seamlessly into external packaging.

Our in-house design team collaborates with you to tailor inserts based on shape and size requirements. Easy de-nesting facilitates a smoother, more efficient production process.



MOULDED FIBRE PACKAGING

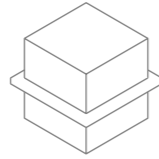
TOPS & BASES



Designed to secure products within secondary packaging, tops and bases enhance presentation and ensure protection. Able to replace plastic or foam, they offer a fully recyclable, mono-material solution.

Our solutions seamlessly align with outer box packaging, showcasing our material expertise and client-centric approach. We provide various finishing options, including die-cutting, to meet customer requirements.

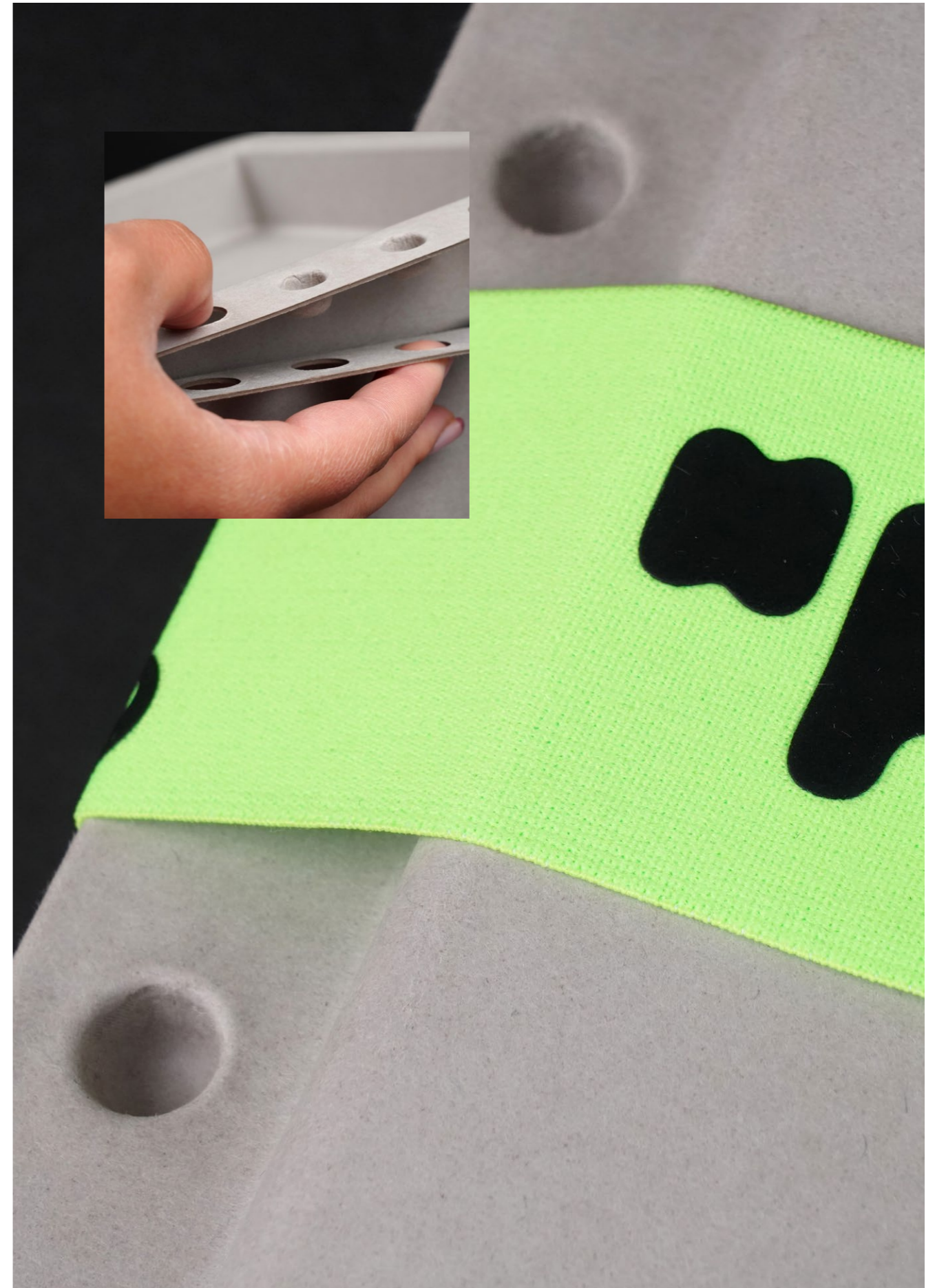
MOULDED FIBRE PACKAGING
**OUTER
 PACKAGING**



We have crafted a complete packaging solution using moulded fibre. The design of a complete outer pack ensures the parts nest together seamlessly, eliminating the need for additional materials. We're simplifying packaging, one fibre at a time.

Leveraging the skills and expertise of our on-site colour lab and technicians, we can match the colour of all elements of a packaging solution, ensuring the final solution feels well coordinated throughout.

Our products incorporate technical design features, without the need for extra materials. From stackability and retention to display and protection, we've got it covered. James Cropper balance product protection with planet conservation, making our packaging easy to recycle - no disassembly required.



LIMITLESS POSSIBILITIES

NEED INSPIRATION?
TAKE A LOOK AT SOME OF OUR
LUXURY PAPER & PACKAGING



LOEWE CUSTOMER COLOUR, RIGID BOX COVER, 120 GSM



RYDAL BRIGHT WHITE, CHLOE FRAGRANCE BOX, 350 GSM



CUSTOM PINK, RETAIL BAG, 220 GSM







MARKET TREND

SUSTAINABLE BY DESIGN

In 2022, the European Commission released a proposal for regulations on packaging, including design and waste management. Listed amongst this was the need for an established criteria for all packaging to be designed for recycling, and developing a plan to ensure that all packaging available on the EU market is reusable or recyclable in an economically viable way by 2030.

At James Cropper, we're not just following the EU recommendations; we're setting the pace. Our materials are responsibly sourced and fully recyclable, including our moulded fibre mono-material packaging solutions which are 100% recyclable with normal household waste. Thanks to our in-house expert design team, our sustainable solutions are living proof that design excellence and environmental responsibility can go hand in hand, without compromising shelf appeal.

*Packaging waste - European Commission (europa.eu)



MARKET TREND

ELEVATING BRAND CREDENTIALS

Consumer expectations around brand sustainability extend beyond the products themselves. Almost two thirds of consumers in the UK beauty and personal care market believe a brand needs to use sustainable packaging in order to be considered sustainable, highlighting the important role packaging can play in supporting overall brand perceptions and market positioning.

The Rydal packaging collection is the first-choice paper for premium packaging. Whether a high-quality, fully recycled paper, a part-recycled quality to meet the legislative requirements for USA retail bags, or a fresh fibre paper from responsible forestry sources, there is a sustainable product for every project, be it a luxury bag, tube, garment tag, folding or rigid box.

*UK Sustainability in Beauty and Personal Care Market Report 2023 | Mintel Store



With three quarters of retail purchases happening on the high street and a quarter happening online, the need for the customer 'wow' factor has never been more important. Brands are taking ownership of their own growth in areas they can control, sustainable packaging solutions that enable an enhanced customer experience is essential and James Cropper can deliver.

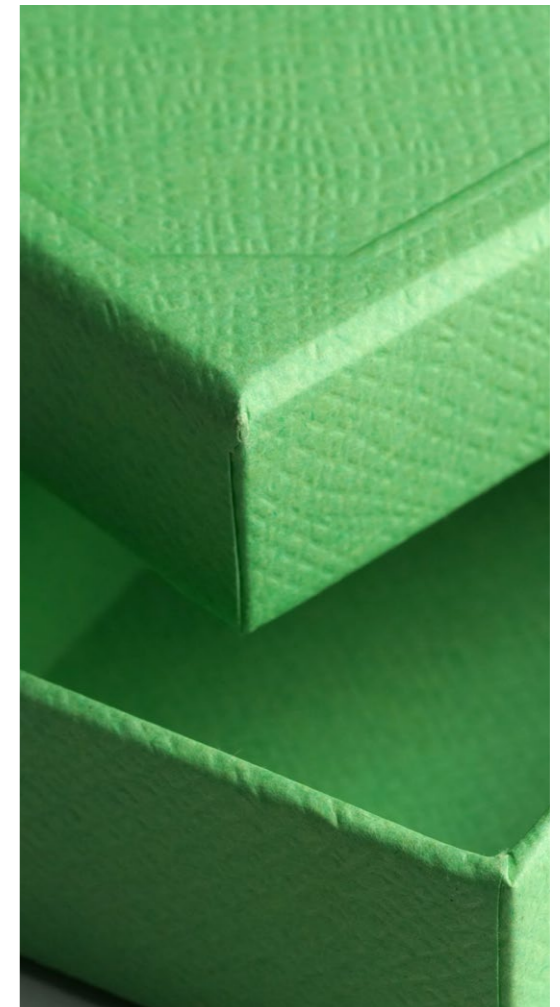
MARKET TREND

EXPECTED INCREASES IN LUXURY SPENDING

Global luxury spending is set for long term growth (4-8% CAGR 2023-2030) according to the Bain & Company Luxury Worldwide Market Study. As luxury spending grows, so does the need for sophisticated packaging. This demand is shaping the luxury packaging industry, which favours innovative, personalised, and sustainable solutions that mirror the quality of the products within.

The James Cropper Embossing Centre of Excellence, equipped with Formula 1 inspired optical 3D metrology technology, enables us to support this shift towards packaging customisation and innovation. This advanced system, which scans hundreds of thousands of measurement points in just five seconds, elevates the quality control process for textured paper production and sets us apart as leaders in the delivery of premiumisation.

Our purpose-built embossing hall also features a new embosser varnisher and laboratory for monitoring and measuring product quality, allowing us to meet growing demands for plastic alternatives in packaging with paper products that look and feel synthetic.



We also see opportunities for further fibre innovation, another differentiating factor in an increasingly competitive market. Throughout our history, we have pioneered the development of materials and solutions that are helping to drive sustainable growth and make a material difference in our society now, and also for the foreseeable future.

ACKNOWLEDGEMENTS

BELREBEL | DRIES VAN NOTEN | RISSMANN | OFF-WHITE | PERRIER-JOUËT | SEYMOUR PR | SHISEIDO | WALPOLE

AWARDS 2023

| | |
|---|--|
| Innovation Awards Paris Packaging Week: | WINNER, SUSTAINABLE INNOVATION |
| Avant Garde Packaging Premiere Milan: | WINNER, MOST INNOVATIVE LUXURY PROJECT |
| Red Dot Design Award: | WINNER, BOTTLE CASE |
| Pentawards Shortlisted in 8 categories: | FINE WINES AND CHAMPAGNE, PERFUMES AND FRAGRANCES, BEAUTY, LIMITED EDITIONS, SUSTAINABLE DESIGN - BEVERAGES, SUSTAINABLE DESIGN - BEAUTY, SUSTAINABLE DESIGN - LUXURY GOODS, PROFESSIONAL CONCEPTUAL WORK - LUXURY GOODS |
| Formes de Luxe: | WINNER, MOULDED PULP PACKAGING |
| UK Packaging Awards: | SHORTLISTED FOR DESIGN TEAM OF THE YEAR |

PRODUCTION NOTES

| | |
|--------------|---|
| Design: | PLAIN CREATIVE |
| Photography: | JAMES CROPPER ARCHIVES PERRIER-JOUËT PLAIN CREATIVE STEVEN BARBER PHOTOGRAPHY WALPOLE |
| Print: | TITUS WILSON |

JAMES CROPPER

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|--|--|
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PAPER TRAIL

TRACING THE LINEAGE OF PAPER RIGHT TO THE SOURCE; FIBREBLEND UPCYCLED TECHNOLOGY.

FibreBlend
UPCYCLED TECHNOLOGY

FIBREBLEND IS MORE THAN JUST A PRODUCT OR PROCESS, IT'S AT THE HEART OF OUR PURPOSE: PIONEERING MATERIALS TO SAFEGUARD OUR FUTURE.

COVER: ICE WHITE
RYDAL BUCKRAM
EMBOSS 220GSM



CUPCYCLING™, WORK
FIBRES RECOVERED FROM USED
COFFEE CUPS AND PLACES OF WORK



100%
UPCYCLED
FIBRE
CONTENT

TEXT PAGES:
BRIGHT WHITE
120 GSM



CUPCYCLING™, WORK AND FRESH
FIBRES RECOVERED FROM USED
COFFEE CUPS, PLACES OF
WORK, AND VIRGIN WOOD FROM
RESPONSIBLY MANAGED SOURCES



50%
UPCYCLED
FIBRE
CONTENT