



WHEN YOU'RE LAUNCHING A SMART CAR, YOU NEED SMART SUPPORT MATERIAL TO GO WITH IT

Design studio Gollings+Pidgeon needed 10,000 satchels for the launch of their client's 2007 Smart Car range. The budget was tight and the deadline even tighter. We had to find a simple solution that still looked sharp.



We customised a standard A4-sized satchel by creating a die-cut closure in the shape of the Smart Car logo. Besides saving time and money because no printing was required, this solution made Smart Car's branding the major feature of the packaging.

Using our state-of-the-art Kongsberg sample making table, the prototype was turned around in only a few hours. The production run of 10,000 satchels was then delivered within two weeks of our client placing the order.