

# Pentel Arts Goes for the Gold

*Blog posted by Sarah Carson of Rohrer*

*Written by Julie McNabb*

*Rohrer is a packaging manufacturer for consumer goods.*

All that glitters is not gold, but it sure catches your eye... especially on a store shelf. In fact, the Foil Stamping and Embossing Association (FSEA) conducted an independent study on how foil-enhanced packaging affects consumer behavior. They found that foil-embellished packaging rated 80% better than non-foiled products in general appeal, perceived quality and brand awareness. This translated into a 26.7% increase in sales in favor of choosing a foil-packaged product over a plain-labeled competitor sitting side-by-side on a store shelf. And that's exactly the kind of winning look Pentel Arts was looking for when they rolled out their Limited-Edition Brush Pocket Pens to specialty craft stores across the country.

## ezCombo™: a one-of-a-kind program for a unique promotion

Pentel is a world leader and innovator of writing instruments with a 25-year packaging partnership with Rohrer. So, this was just another project...or was it? Not at all. This was a special promotion with a limited time offer, so Pentel wanted to add star power on the store shelf with eye-catching gold foil. But here was the challenge; foil-enhanced packaging demands specialized production processes and materials that add time and cost burdens. Rohrer has the perfect solution with our proprietary ezCombo™ and rFoil™ Program.

There are two ways to integrate foil; hot foil stamping and cold foil. Hot stamping involves a more complex and costly 2-step process with limited color choices. It also requires a printing plate that can add thousands of dollars.



Cold foil on the other hand can be done in a single pass at a significantly lower cost. It starts with a UV-curable adhesive printed directly onto the cardboard followed by pressing the adhesive and foil together. Next, the foil is stripped away in the non-glued areas revealing the glittery foil effect. But here's the star power part - cold foil uses the full rainbow of the CMYK palette. Pentel was then able to pick their perfect gold color from our custom color book.

Pentel championed their savings and speed-to-market thanks to Rohrer's industry leading ezCombo™ and rFoil™ Program. This team tooling arrangement increases efficiency and reduces start-up costs and set-up times for all customers. What's more, ezCombo™ can be used for virtually any blister card or folding cartons – not just for cold foil applications, so future projects can enjoy the same winning benefits! How awesome is that? Just listen to what Pentel had to say:

*The feedback from our retail partners can be summed up in three words:  
"This is awesome!"*

**Belinda Sumner, Marketing Product Manager  
Pentel Arts**