

## KURZ launches “boxes No. 2” with strong focus on sustainability and trend topics

The focus of this unusual appearance is the annually relaunched packaging series **boxes**, which won the coveted Red Dot Award for the second time in 2021.

### **Bold, creative, sustainable**

**boxes** literally brings the creative spirit of the times and current social trends to paper—in the form of four expressively decorated cardboard boxes, each of which is represented with its own designated area. The individually designed boxes make design tangible and show how trends can be turned into new products, colors, and decors. **boxes No. 2** was once again inspired by four different themes, which were extensively researched over the course of the year by the interdisciplinary team around the two KURZ designers Annie Kuschel and Julia König. Visitors can look forward to the following trend boxes: **Random**—the freedom to have no concept; **Control**—thoughtful chaos with a poetic rhythm; **Dark Matter**—attractive darkness and myths from the shadows of being; and last but not least, **Boldism**—uncompromising, extremely daring design. “All four packages are made with sustainability in mind and finished using the hot-stamping process with specially developed trend colors and LIGHT LINE® designs” explains designer Annie Kuschel and continues: “The use of adhesive has been reduced to an absolute minimum, and we have dispensed with additional locking mechanisms such as magnets to save resources.” Instead of explanatory booklets with binding, trend fans will find all information on the individual topics, KURZ products, and the paper used (from the Mondi Pergraphica line) on the inside of the boxes.

KURZ is building an innovative, relaxed stand design around these packagings with furniture made of cardboard cores, which now tell a story instead of ending up in the trash. After all, the cardboard cores were once purchased as new goods and have passed through almost all KURZ divisions—from purchasing through production to dispatch. Julia König adds: “This year, we attach special importance to the sustainability of our stand. We were looking for a motif that strongly represents our company and that comes directly from our facilities. And what could be better than

parts that have gone through the entire production process? The unusual furniture has many signs of use and transfer residues and therefore takes a piece of the Fürth production site to the Principality of Monaco.”

### **At a glance**

Product group: Paper, cardboard, textile, plastic: raw material; finishing, decoration: hot stamping, cold transfer, digital printing; models, prototypes, digital solutions, authentication, traceability

Our trade fair presentation focuses on innovations in cold transfer, hot stamping, and digital finishing, as well as sustainability

**About KURZ:** The KURZ Group is a global leader in thin film technology. KURZ develops and manufactures decorative and functional layers applied to carrier foil for a wide range of industries, from the packaging and printing industry through to the automotive, electronics, card, and textile sectors. KURZ offers a comprehensive portfolio of products for surface finishing, decoration, labeling, and counterfeit protection, rounded off by an extensive range of stamping machines and stamping tools. The company is also continuously investing in new technologies and developing innovative solutions for integrating functionality into surfaces. The KURZ Group has more than 5,500 employees at over 30 sites worldwide and produces under standardized quality and environmental standards in Europe, Asia, and the USA. A global network of subsidiaries, representatives, and sales offices ensures short paths and individual, on-site consulting.

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