

Configure packaging with SAXOPRINT® easy box

The online printing company has launched an online configuration tool for folded boxes and gift packaging

London – The online printing company SAXOPRINT now offers its customers an online tool for configuration of individual packaging styles. With the launch of its new packaging generator, “SAXOPRINT® easy box”, the company continues to demonstrate its role as a pioneer in the industry.

As part of the expansion of its product range with product packaging and folded boxes, SAXOPRINT is now offering its customers an innovative online tool. Using an original online packaging configuration tool, customers of the online printing company can now design packaging formats down to the millimetre according to their individual needs.

SAXOPRINT® easy box offers various combinations in terms of sizes and shapes. The pillow boxes and gable boxes already included in the product range have now been expanded, with the addition of new cardboard gift bags and petal boxes, as well as various types of boxes with lids.

"The opportunity to individually configure a wide range of packaging types using a free format is one of the first in the market and a groundbreaking innovation in our industry. Through cost-efficient production processes, we are also able to offer our customers fair prices in addition to an extraordinary design range," says Daniel Ackermann, managing director of SAXOPRINT.

Packaging variations

All packaging patterns can be freely configured down to the millimetre in terms of height, width and depth, and are thus available in over one billion variations. They are made from 350gsm chromo board and the entire surface area can be printed. Packaging sample sets are also available in a neutral pattern or with SAXOPRINT branding for a small handling fee.

Folding cartons with longitudinal seam bonding are often used in retail and can be adapted to product weight with three different

SAXOPRINT is an international printing service provider with cutting-edge offset printing facilities in Dresden. As one of the market leaders in Europe, the company employs over 500 people, offering an extensive portfolio of services via several successful online printing portals.

SAXOPRINT has been a 100% subsidiary of the publicly listed company CEWE Stiftung & Co. KGaA, Europe's leading online printing and photo service, since January 2012.

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types of bottoms (separate bottom insert, auto lock bottom and snap lock bottom), optional euro hole hangers and lid lock.

Gift packaging for exhibition giveaways, jewellery or cosmetics, among other products, is offered in the form of cardboard gift bags, gable boxes and petal boxes with 6 or 4 corners. **Cardboard sleeves** with or without a clasp and **pillow boxes** are ideally suited for vouchers, tickets and small items.

Thanks to their special folding technique, the square or hexagonal **trays** and **triangular packaging** require absolutely no additional gluing. Slipcases are also available and offer additional protection around products.

Link: <http://www.saxoprint.co.uk/packaging/easybox>

About SAXOPRINT

SAXOPRINT is one of the leading online printing companies in Europe. The company currently employs more than 550 dedicated staff over a total area of more than 18,000 m² at its headquarters.

SAXOPRINT offers exceptional print quality. The company has one of the most modern technology parks in the global printing industry at its disposal. The online printing company has invested almost €20 million in new equipment, production processes and new employees over the last two years. Thanks to efficient work processes in prepress, production, processing and dispatch, as well as the very latest technologies, the company is able to carry out thousands of print orders every day on schedule.

Sustainability and climate protection are also important factors for SAXOPRINT. Using the very latest printing technologies, over 350,000 customers throughout Europe count on SAXOPRINT for their environmentally friendly printing needs. Based on the collaboration with ClimatePartner, a leading provider of climate protection solutions, customers can make their own individual contribution to climate protection and optimise their CO₂ footprint.