



Ginnasium

Neuromarketing meets
the art of Gin design

VETRO*elite*
A TRICORBRAUN® COMPANY

Ginnasium

Neuromarketing meets
the art of Gin design

Content, creative direction and design by:

SenseCatch®

Introduction

The neuroscientific secrets of Ginnasium:
the first neuromarketing case study of gin design.

In contemporary branding, it is widely acknowledged that the packaging of products plays an integral role in shaping consumer preferences.

The art of packaging design involves a symphony of various elements merging into a harmonious experience.

At the nexus of scientific principles and artistic innovation lies the inception of the Ginnasium project—an avant-garde venture exploring the realms of neuromarketing. Ginnasium assembles a collective of design experts, bottle and label manufacturers, embellishment artisans, printing specialists, closure craftsmen, and pioneers in the captivating realm of neuromarketing. Their collective endeavor?

Disentangling the intricate tapestry of consumer preferences by meticulously crafting the packaging for an “imaginary” gin, its robust nomenclature paying homage to the athletic training chambers of ancient Greece.

To the immense satisfaction of spirits producers entrenched in a market overflowing with diverse brands and packaging, Ginnasium encapsulates a fundamental realization.

It acknowledges that the vessel—specifically, the gin bottle—is not merely a utilitarian container but an integral component of the product itself.

Indeed, the packaging stands as the initial interface connecting the consumer with the product—a key gateway that sets the stage for the subsequent sensory immersion.

Every facet, from the bottle’s design to the tactile sensation of the label, the selection of materials, and even the intricacies of the opening mechanism, constitutes integral fragments of the sensory mosaic.

For a gin producer, the overarching objective remains crystalline: to ascend beyond the domain of “ordinary” distillates and curate a multi-dimensional sensory expedition for its consumers.

The bottle serves as the portal to a captivating journey that captivates every sense. Neuromarketing emerges as an invaluable tool, aiding modest producers in comprehending and realizing this lofty aspiration.

This handbook presents an invaluable neuromarketing exercise, a repository of insights achieved through impartial analysis of consumers’ emotions. By collating empirical data, it unveils insights into consumer preferences and behaviours during a crucial juncture in the purchasing process: the moment they stand before a liquor shelf.

In essence, brands opting to invest in packaging design grounded in such comprehensive studies enjoy a substantial competitive edge.

This strategic approach enables them to craft packaging that not only captivates consumers but also effectively communicates their values and distinctive narrative. Going beyond mere aesthetics, this methodology delves into the psychology of consumer decision-making, thereby fostering the cultivation of a robust and enduring brand identity.

Wishing you a delightful tasting experience.



Chris Egger, CMO & Co-Founder of Portofino Dry Gin

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Grafical

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Contents

Chapter 1

The partners involved in the project

12—19

- 13 UPM Raflatac
- 14 Sovemec
- 15 VETROelite
- 16 Luxoro
- 17 SenseCatch
- 18 Vinolok
- 19 T&K Technology and Kindness

Chapter 2

The project

20—29

- 21 The role of details in the design system. The objective of Ginnasium project
- 22 The creation of design. From brief to project
- 23 The word to the consumers. The neuromarketing test
- 24 The bottles
- 25 The closures
- 26 The papers
- 27 Printing
- 28 Embellishment
- 29 Inks and varnishes

Chapter 3

The designs

30—61

- 32 Abruzzo
- 38 Lazio
- 44 Campania
- 50 Puglia
- 56 Sicilia

Chapter 4

The outcomes

62—79

- 63 The role of shelf packaging. A few seconds to capture attention
- 66 The role of packaging in the interaction with the shopper. Emotionalising and conveying an expectation about the product
- 72 Emotional engagement
- 73 The synergic role of design system elements
- 78 Final insights

The partners involved in the project

UPMRAFLATAC



The paper used to adorn a gin bottle plays a fundamental role among the details contributing to its unique design

upmraflatac.com

Labels sell the first bottle.

UPM Raflatac is here to help your brand succeed.

We create high-performing self-adhesive paper and film products for an extensive set of end-uses.

Continuous collaboration throughout the value chain has resulted in innovative sustainable products and services that meet the needs of our customers and the end-users of labels.

We will help you meet your sustainability targets while helping your business and products thrive. Regardless of where your company or customers might be, our worldwide network of factories and terminals is happy to cater to your unique needs.

We are highly specialized in labelling solutions for the Wine & Spirits sector, and we are familiar with the quality and functional requirements of this segment; we also support the labeling chain to create value.

Our expertise can enable printers, designers, and producers to create more attractive and effective shelf labels. Labels for the Wine & Spirits sector play a crucial role in engaging consumers.

Those few square centimeters must condense the essence of the brand and tell the story of the product—they are the main element of the packaging that characterizes the product on the shelf. It is those few centimeters that often determine the success or failure of a wine.

Those few centimeters deserve all the care and attention of the players involved in their creation.

Using neuromarketing to guide label design.

Bringing a label to life is a multi-step journey with many decision points such as which colors will convey the brand message, which font choices, and which printing process is best. Reaching agreements among each stakeholder can be time-consuming and overwhelming. That's why key decision-makers throughout the value chain often turn to our experts. We can help provide guidance in label selection to ensure you are making the best choice for your product and its intended use.

In 2018 UPM Raflatac undertook research with SenseCatch, scientifically analyzing the role of papers and embellishments in driving consumer choice and influence the perception of the taste of the wine. After a study on Italian red wine and one on white wine in Germany, the research was extended to the world of gin, analyzing the impact of all the details that make up bottle design: shape, closure, paper, embellishments, printing techniques. We invite you to read this book to discover how the holistic ensemble of individual creative choices drives consumer perception and expectations, how attention to detail and an understanding of human psychology are the key to communicating the product correctly even before it is experienced through tasting. Understanding how the senses help simplify choices and influence purchasing decisions is at the heart of neuromarketing. We believe that the outcomes of the study will support the whole gin value chain and will mark a new level of awareness in the packaging design of this trend product.



Sovemec stands as one of the foremost companies in the printing industry, specializing in adhesive labels and capsules. Its reputation stems from leveraging cutting-edge printing technologies and the extensive expertise held by its staff.

sovemec.it

Sovemec serves a broad clientele exceeding 5,000 customers across Italy and internationally, inclusive of some of the prominent producers and distributors in the wine, oils, cosmetics, and detergent industries worldwide.

Spanning across a 4,000 square meter area, Sovemec conducts its entire production process in-house, ensuring both reliability and efficiency.

The primary objective is to offer our experience and quality in service to our customers. We place special emphasis on the printing technique of adhesive labels for any application, acknowledging that a product cannot be sold without a label. This commitment is driven by our high level of professionalism and an ongoing desire to invest in increasingly precise and innovative printing technologies.

The company's six production plants enable the printing of varying quantities, from small to large, across all media types such as coated, polypropylene, natural paper, recyclable polyester glassine, and more. We utilize all available printing techniques including offset, flexo, screen, and digital.

All stages of production—from equipment and printing material procurement to offset, hot stamping, and embossing—are handled internally. This integrated approach significantly reduces production and delivery timelines.

The company caters to diverse sectors including Wine & Spirits, Food & Beverage, cosmetics, pharmaceuticals, edible oils, and motor oils.

Ginnasium emerged from our aspiration to challenge ourselves and not just test our proficiency as printers, but also to push the boundaries of our printing presses. We empowered our designers to create labels unrestricted by limitations, whether budgetary or creative, allowing them to fashion highly innovative graphic designs. Our contribution to the initiative involved translating abstract concepts into tangible reality by merging paper, inks, special varnishes, and transfer products to actualize graphic designs previously confined to screens.

Recognizing the delicate responsibility of interpreting the narratives and messages conveyed through labels, we leverage our experience and printing expertise to explore solutions that harmonize with the essence of each unique project. Our goal is to further amplify the creativity and talent of our five designers.



Vetroelite is today the result of intuition, but even more so it is a story of small and great achievements. It is a company that has been researching innovative approaches in the world of glass packaging since 1994, charting new creative and productive paths.

vetroelite.com

A path balanced between reality and creativity, conformism and differentiation. A path that leads us to an extraordinary result: a product that always stands out, expressing its uniqueness. Its authenticity.

We work assiduously to be the ideal partner for those who are looking for something unique, distinctive, created in detail. We don't want to stop at forging the material but want it to be able to express itself in the most creative world possible. We are people who see 'beyond' the habits of an industry and traditional aesthetic canons. Because it is only by going beyond the boundaries of the known that we can reclaim our true essence.

Our great passion for glass and the experience we have gained over the years allow us to offer the market 360° packaging solutions: from the bottle to decoration.

A dedicated proposal built on the specific needs of different product sectors: Spirits, Perfume, Food&Wine. A broad, deep, and transversal offer. Quality, sophisticated, innovative and design products created by intercepting trends and interpreting them in our own way. A proposal that is completed with a collection of closures, designed for different markets and the decoration service that we now offer with different techniques and facets. Elements that complete the product, enrich it and make it unique: a full emanation of creative thinking.

Each of our packaging is created with a precise objective: to preserve and enhance the content. The Tailor Made service offers the possibility of having a product with an unprecedented, exclusive design, specially designed for the customer.

Participating in the Ginnasium project has allowed us to experiment, even more, with all the elements that contribute to define the packaging and the talented designers involved. A unique opportunity to witness how packaging is not an accessory, but a great strategic element of differentiation.

A key element for attracting attention and conveying a multitude of messages, especially in an international, crowded and competitive marketplace such as today's. The alpha and omega of building a strong, recognized and enduring brand identity. Seeing the container become the raw material to create, experiment, communicate, impress, has further enriched our vision. It showed us how emotional involvement of the consumer also goes through the personalization of packaging. A journey of discovery of design and details that, in the combination with label and closure, finds its maximum expression.

A tribute to our Italy, the cradle of our business, which has always been a great source of inspiration.



Luxoro holds the exclusive partnership in Italy with the KURZ Group, a globally recognized and influential entity in the manufacturing of equipment and technologies used for hot stamping, cold transfer, and digital printing.

luxoro.it

Through its inspirations, Luxoro aims to propagate a new perspective on packaging and brand image, offering solutions for innovative embellishments and the use of the highest quality materials crafted for unique designs. Whether in packaging, labels, publishing, high security, cosmetics, automotive, home appliances, fashion, or luxury sectors, the embellishment proposals are consistently cutting-edge and surprising. Kurz's finishing technologies encompass a wide range of alternatives tailored to various markets and industries. In addition to products dedicated to brand embellishment, the solutions also include functional systems like touch sensors and methods for counterfeiting prevention.

Luxoro's mission, as a pivotal figure in the embellishment industry, is to advocate for the significance of packaging as the product's calling card. It's crucial for the consumer to immediately perceive the brand's value and prestige. By utilizing finishing solutions, packaging transcends from a mere 'dress' to a masterpiece.

Metallization and stamping tools serve as the cornerstone of hot stamping, with gold historically representing the most vital symbol of attraction, prestige, and beauty.

Through stamping tools offered by hinderer + mühlich, a company within the Kurz Group, decoration is enhanced with flares and textures, transforming the label into a collector's item and amplifying its communicative power.

Beauty, expression, functionality, and sustainability are core aspects.

Packaging can hold value while also respecting the environment due to Luxoro's recyclable and compostable finishing products. These decorations stand as the most sustainable on the market, without compromising the recyclability of the substrate. Additionally, Luxoro has long been a 100% renewable energy company, thanks to stringent corporate policies focused on environmental sustainability. The company also supports projects aimed at promoting culture and safeguarding wildlife within the national territory. Participating in this project alongside other distinguished names in the printing industry was incredibly important to us. We firmly believe that the amalgamation of design and finishing techniques serves as a key advantage during the purchasing phase and acts as a key element in conveying a brand's value and essence.

The utilization of materials and solutions that promptly communicate with the consumer has the potential to create an unforgettable experience, capturing a moment and influencing their choices.



The advantages of the SenseCatch method lie in its ability to provide objective data and the capability to measure people's experiences, emotions, and subconscious processes in real-time, which influence their decision-making.

sensecatch.com

SenseCatch is a research and consulting company specializing in applying neuroscience and behavioral psychology to measure marketing effectiveness and consumer experiences. Committed to innovation, SenseCatch has devised its own analytical method based on cutting-edge discoveries in neuroscience and psychophysiology. This method aims to comprehend the consumer experience, even on a subconscious level, enabling companies to develop products and services aligned with the genuine needs and desires of the end-users. The SenseCatch method combines conventional research techniques like questionnaires, focus groups, and interviews with the assessment of attention, visual behavior, and the identification of emotion-related psychophysiological parameters. By accessing customers' emotions and unconscious experiences in real-time, it enables us to comprehend genuine desires, perceptions, and attitudes that influence behavior. This approach yields valuable insights for companies to optimize their marketing and communication strategies. It aids in effectively conveying brand values and enhancing the appeal of products and services in an emotive manner, thereby making them more compelling and impactful. Through the integration of emotional and spontaneous information with more rational data, a comprehensive understanding of the consumer experience and the factors that influence it is achieved. The SenseCatch team is a multidisciplinary group comprising

marketing professionals and researchers with an academic background. They are unified by their commitment to using research as the foundation for creating effective communications, products, and marketing strategies. This approach allows for optimization through data-driven information collected directly from the end-user. SenseCatch engages in collaborations with esteemed universities and international research centres, overseeing cross-cultural research projects and publishing outcomes in reputable scientific journals. This partnership allows for the development of tailored consultancy services for companies, crafted to address the specific needs of each project. Leveraging its extensive expertise in the Food & Wine sector, SenseCatch enthusiastically embraced the unique and innovative project initiated by UPM Raflatac. This collaboration marks the third project in a series that commenced in 2018 in partnership with UPM Raflatac. These initiatives have focused on delving into the consumer experience through scientific data analysis, exploring lesser-explored variables such as paper, embellishments, and label printing techniques. The research extends across the entire customer journey, from selecting a bottle on the shelf to the tasting experience. The research outlined in this book aims to broaden its discoveries by exploring the realm of gin, focusing on the significance of critical elements in bottle design. These elements encompass papers, finishing and printing techniques, bottle shapes, closures, and inks.



Vinolok is revolutionizing of bottle closures.

vinolok.com

Vinolok is the innovative glass closure originating from Bohemia, where centuries-old expertise in glass craftsmanship intertwines with cutting-edge research and development studies, ensuring an optimal seal and iconic impact. It offers a functional and exclusive experience for its customers, based on a new concept of closure:

1. Zero impact on aroma and flavor
2. No leaks
3. Stable post-bottling conditions
4. Easy bottle opening and re-closure
5. 100% endlessly recyclable
6. Incredible customization and design versatility
7. Completely reusable packaging

It's a perfect fit for spirits with an extended shelf-life and high alcohol content. The fixed shape and properties of glass allow for a strong persistence of aromas both in smell and taste, even after the bottle is opened.

Glass is an iconic material loved by consumers: it epitomizes sustainability. It's endlessly recyclable without any loss of quality and can be reused in the perspective of upcycling. Vinolok bestows a high-quality style upon each brand, combined with exceptional packaging design that transforms every bottle into a luxury item. This is our concrete response to the ongoing trend of premiumizing bottles.

In today's market, over 70% of purchase decisions occur in-store, where packaging embodies the brand showcasing its values, personality, and heritage.

Current discussions focus on 'insta-decisions'. The decision to purchase a particular bottle off the shelf takes between 5 and 20 seconds. In the hyper-competitive context of an average retail shelf, attracting and maintaining the audience's attention is the result of deliberate and thoughtful work. Nothing can be left to chance.

Through Ginnasium, we partner with leading distillery packaging companies, pioneering the inaugural neuromarketing case study in gin design. It serves as a valuable reflective tool for designers, brand owners, and suppliers.



T&K Srl specializes in sourcing premium partners and manufacturers of consumable materials for printing rooms, particularly in importing and distributing products tailored for label printing companies within the Wine & Spirit industry and associated food products.

tandk.it

T&K was founded in 2020 following the acquisition of the Italian company Marks-3Zet Srl. Through this acquisition, T&K inherited from Marks-3Zet Srl valuable know-how and a strong dedication to innovation, information, service excellence, and customer satisfaction. The acronym T&K embodies the core principles of the company: Technology, which is evident through continual research for state-of-the-art solutions and products in the graphic industry market, and Kindness, symbolizing the added value that emerges within customer relationships. T&K boasts an extensive network comprising numerous agents and resellers throughout Italy. Additionally, it operates two mixing stations dedicated to preparing spot colors for various types of inks, including UV, H-UV, and LED-UV, both in flexo and offset printing. Furthermore, it houses a converting centre for cutting and barring specifically designed for printing blankets and coating plates. These capabilities position T&K as a specialist in the Label industry, further reinforced by partnerships with renowned brands like T&K TOKA, ACTEGA, INX SAKATA, and Toray. T&K's mission is to excel in meeting customer needs by providing customized services, personalized solutions, technical expertise, and punctual customer service. T&K has chosen the path of continually offering cutting-edge products and solutions to address the evolving and transforming market needs. This strategic direction aims to establish T&K as a prominent reference point within the Italian printing industry.

T&K makes a significant industry contribution by offering Waterless UV Offset inks from the Japanese manufacturer T&K TOKA. These products are distinguished by their high pigmentation and concentration, ensuring superior image quality and cleanliness while utilizing less ink compared to those from European manufacturers. Furthermore, these inks provide improved stability throughout the printing process, guaranteeing consistent repeatability for printed materials across extensive print runs and reprints.

T&K continues its contribution by providing UV flexo varnishes sourced from Actega, a global market leader. Beyond offering emboss relief screen varnishes and those specifically designed for diverse tactile and visual effects, T&K specializes in tailor-made varnishes crafted to meet specific requirements. These custom formulations are developed in-house and benefit from collaborations with chosen Italian varnish manufacturers, catering to applications extending beyond printed paper.

Finally, T&K provides consultancy services aimed at optimizing the usage of inks and varnishes for achieving high-quality label printing. These services also focus on enhancing long-term durability for the printed materials.

The project

The role of details in the design system. The objective of the Ginnasium project

Designing a bottle for an alcoholic beverage demands the skill to meticulously measure and blend the available “ingredients” for designers, empowering them to craft a distinctive and captivating outcome capable of conveying communication concepts.

Each detail must be meticulously chosen as it profoundly influences the ultimate perception the consumer will form about both the product and the brand. The designer’s crucial skill lies in synergistically combining all available details, assessing the significance of each element to enhance the design system’s efficacy in communicating a precise message to those engaging with the bottle. Design work transcends mere creativity; a successful project arises from adeptly blending diverse skills and expertise from various contributors along the value chain. Both the creative and technical dimensions are of pivotal importance, emphasizing that design should not only radiate beauty but also wield effectiveness. Its capacity to harmoniously resonate with the hearts and minds of observers, effectively conveying the intended message, is paramount. The immediacy of its effectiveness is crucial on the shelf, a moment when even the smallest detail holds significant sway: “There is no second chance to make a first good impression.” The human brain is finely attuned to these subtleties, often referenced in psychology as ‘weak signals’. Consider, for example, the decision to adjust a testimonial’s pupils—altering their luminosity or dilation. This seemingly trivial element, composed of mere pixels or millimeters, possesses the remarkable power to change the message conveyed to the recipient.

The Ginnasium project is precisely oriented toward this objective. It aims to educate all stakeholders in the value chain involved in crafting packaging about the pivotal significance of each design choice on the efficacy and performance of the final project. Ginnasium aims to analyze the consumer experience when encountering gin bottles, employing a scientific and objective approach. It does so by combining various bottle shapes, closures, papers, embellishments, printing techniques, and inks. The objective is to highlight the significance of each of these elements in shaping the consumer experience. Specifically, it seeks to understand the elements that capture attention on the shelf and how the selected details, both individually and collectively, emotionally convey the product and its identity to consumers. To analyze these aspects, the SenseCatch method has been utilized—an integrated approach utilizing scientific neuromarketing methodologies capable of pinpointing the most unconscious and emotional aspects of consumer behavior. In addition, in-depth interviews are conducted to explore opinions, expectations, and the interpretation of messages.

The creation of design. From brief to project

Five distinguished designers from Southern Italy actively participated in this project. Their objective was to encapsulate the essence of their respective regions through two unique designs created for a gin bottle. Each designer was provided with a bottle and customizable glass closures, two types of paper, and a range of options for enhancements, inks, and printing techniques. Their challenge was to develop a design system for two gin

bottles, aiming to artistically convey the distinctive characteristics of their regions while adhering to the given brief. Notably, the label intentionally omitted any information related to the gin's taste or elements that might influence consumer expectations. Therefore, the gin's name on the label remained consistent throughout, granting the designers complete freedom concerning lettering and its graphical representation.

The brief:

“Create a label for a Premium Craft Gin (London Dry Gin) that embodies the essence of your region. Seek inspiration from diverse facets of your territory, including its history, culture, or traditions.

The name of the gin to be featured on the label is Ginnasium, and you have complete creative freedom in every aspect: typefaces, color schemes, graphics, illustrations, and printing techniques.

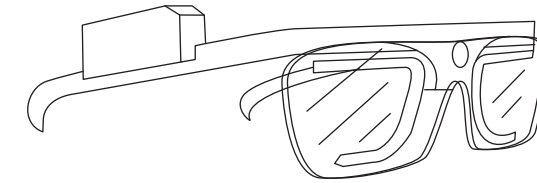
The gin is targeted for the Italian market, will be distributed in major retail chains, and is positioned as a prestigious product.

Please submit two distinctly different creative proposals, each featuring a single-layer label and a neck label”.

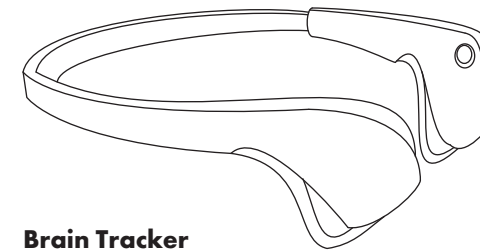
The word to the consumers. The neuromarketing test

To prevent bottles of the same shape from being placed together, the bottles were arranged on the shelf in an alternating manner, representing different regions. The participants in the test, comprising a group of target consumers—Italians familiar with gin consumption but not necessarily experts in the product—were given the task of selecting the bottle that, in their opinion, best represented each respective region. Consumers had thirty seconds to observe the shelf and choose a bottle for each region: Lazio, Abruzzo, Campania, Puglia, and Sicilia. Following this, an in-depth interview session was conducted. Shoppers had the opportunity to inspect and touch the

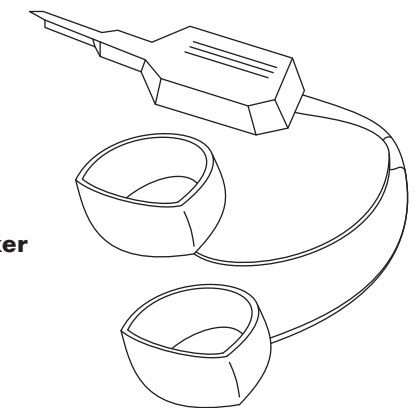
individual bottles to thoroughly appreciate every detail, both visually and in terms of tactile communication. Subsequently, the focus shifted to investigating the perception and imagery evoked by the different designs, specifically emphasizing elements that were evocative of the specific regions. The entire consumer experience at the shelf and their interaction with the bottles was quantitatively measured using various neuromarketing technologies. An Eye-Tracker was employed to monitor visual attention, a micro-skin sweating Bio-Tracker sensor was used to assess emotional involvement, and an EEG headset was utilized to understand implicit preferences.



Eye Tracker



Brain Tracker



Bio Tracker

The bottles

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Manila

In Manila's design, the iconic pharmaceutical style intertwines with Eastern motifs. The bottle's low, rounded profile, coupled with intricate line details at the base, produces a captivating interplay of light that accentuates its contents.

Capri

The bottle's fundamental square shape exudes an alluring charm. Its well-balanced proportions, complemented by the shorter neck, serve to elevate and reinforce its distinct identity.

Antica Farmacia

The design takes inspiration from vintage pharmacy bottles, as implied by its name. This timeless model retains its captivating allure through its inherent charisma and simplicity.



Evan

Minimalism meets character in Evan, representing the quest for a seamless balance between seemingly opposing elements. It embodies a pure conceptual style fused with authentic elegance.

Oasis

Resembling a distant dune, Oasis evokes the enchanting essence of a desert journey. Its allure lies in its simplicity—the cylindrical shape, a modern touch infused by the shoulder cut, and the unmistakable picture.

The closures



Vinolok Deco

Deco boasts a captivating silhouette that echoes the glamorous and extravagant aesthetics of the Art Deco era, drawing inspiration from its opulence and style.



Vinolok Low Top

Low Top stands as the inaugural and original iteration of the Vinolok™ glass closure. It symbolizes an icon of transformation and innovation—a revolutionary addition that reshaped the industry upon its initial introduction among closures.



Vinolok Nest

Nest showcases a conical silhouette. Its base, resembling traditional cork stoppers, elegantly merges into the bottle, while the top features a hollowed-out design, accentuating its graceful, tapered lines.



Vinolok Philos

Philos is crafted to pay homage to the design and essence of apothecary jars—reminiscent of the bottles found in ancient pharmacies. It distinguishes itself through its unique character, exclusivity, and exceptional craftsmanship quality.



Vinolok Pool

Pool is crafted to seamlessly integrate with the Plate FA bottle finish, enhancing the overall bottle silhouette. Its proportions are meticulously designed, making it particularly suitable for bottles characterized by a shorter neck.

The papers



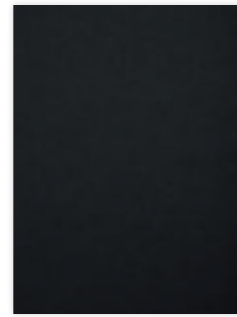
UPM Raflatac Forest PP Clear TC 50

Ecodesigned wood-based film made of 50-micron glossy transparent polypropylene, sourced from renewable materials. It stands as a unique product in its category and is provided with ISCC certification.



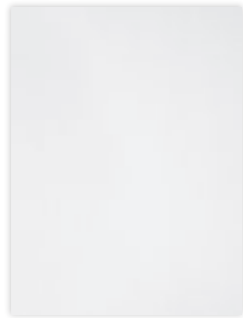
UPM Raflatac Aluflex Premium

This triple-layer aluminium features a surface treatment explicitly crafted for printing purposes. Its exceptional debossing and embossing capabilities make it an ideal choice for creating premium labels for wine and spirits.



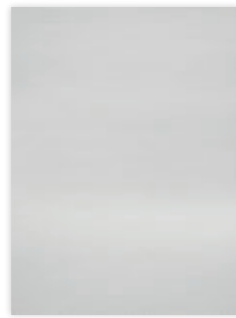
UPM Raflatac Cotton Black WSA

This 100% black cotton paper, treated with WSA, is tailored for high-end Wine & Spirits labels, specifically catering to enhance label value through special embellishments.



UPM Raflatac Genesi WSA-FSC

A textured white paper, weighing 95 g/m² and treated with WSA, is perfectly suited for wine, spirits, and beverage labels. Its versatile front surface ensures excellent printing results of high quality.



UPM Raflatac Jazz Ice Premium FSC

A white paper with debossed texture barrier-coated in the pulp. This paper is perfect for Wine & Spirits labels, particularly where additional enhancements augment the label's value. It ensures exceptional performance and opacity, even under wet or humid conditions.

UPMRAFLATAC



The printing

soveMec[®]
LABELS & MORE

The printing techniques used for Ginnasium include:

- flexo varnishing
- hot foil colors
- cast and cure laminations
- embossing matt/glossy screen printing
- label-on-label application using two different papers
- special die-cutting methods
- embossing
- debossing
- paper textures
- sand-textured varnishes
- waterless offset printing.



Enhancements



LUXORO®/ALUFIN®

The esteemed collection of metallic effects is specifically crafted for hot stamping and cold transfer printing. It provides an extensive array of gold and silver tones and a multitude of original colors ranging from matt to vibrant and glossy hues.

This line is suitable for adorning a variety of surfaces, including paper, cardboard, plastic, and fabrics. Notably, it ensures the perfect recyclability and compostability of the substrate on which it is applied.

LIGHT LINE®

The holographic effects offered are both captivating and abundant, allowing for limitless design possibilities. Produced via the Select process, these effects seamlessly integrate, eliminating any visible joint lines. They have no adverse impact on the recyclability of the decorated substrate.



LUMAFIN®

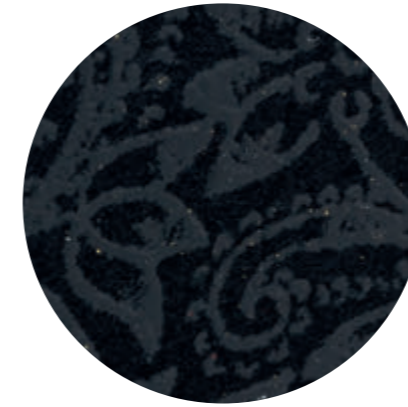
An innovative addition to the Kurz enhancement line, this feature introduces a semi-transparent and translucent effect, available in an array of colors and metallization. It serves as an excellent option for overprinting existing artwork or designs seeking a glossy allure. Particularly suitable for adding an extra dimension to creative and innovative artworks and illustrations.



BRASS STAMPING TOOLS BY HINDERER + MÜHLICH ITALIA

The brass stamping tools crafted by Hinderer + Mühlich Italia are well-suited for printing on all paper and paperboard substrates. They imbue designs with distinctiveness and individuality, catering to a spectrum of styles—from straightforward and linear graphics to intricate designs with nuanced and elaborate details. These tools enable meticulous craftsmanship, delivering a potent visual impact. Offering a wide variety of proposals, relief styles, engraving options, and textures, these stamping tools perfectly adapt to any customization request. With h+m Italia's brass stamping tools, packaging can be elevated by incorporating effects that magnify embellishment results. These effects include light enhancements, sophisticated engravings, iridescent colorations, and an infinite array of other aesthetic and tactile nuances.

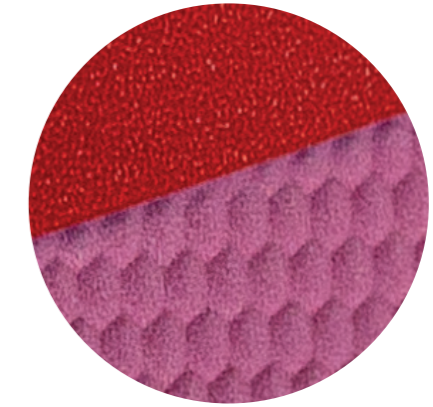
Inks and varnishes



UV 171 UT by T&K TOKA

Straight from Japan, UV 171 UT stands as a series of waterless printing inks specially crafted for the label industry. Aligned with T&K TOKA's core principles, UV 171 UT inks prioritize user-friendliness and high-quality standards. These inks, owing to their high pigmentation, elevate graphic designs by imparting vibrant and rich colors, thereby giving labels a captivating visual appeal. Alongside delivering superior quality results, the UV 171 UT series also offers efficiency benefits.

For instance, the Process Black variant achieves a deep and intense black color in a single pass through the machine, reducing ink usage by 30% compared to other inks.



TERRAGLOSS UV Matt Varnish G 8/606 by ACTEGA

TERRAGLOSS UV Matt Varnish G 8/606 is a matte UV varnish formulated to be overprintable and benzophenone-free. Tailored for label applications, this varnish is gluable, suitable for hot foil stamping, and exhibits good scuff resistance.

The designs

Ginnasium



Abruzzo

Contemplating my region immediately evokes a brief letter written by Ennio Flaiano to a friend, discussing Abruzzo. “We must accept ourselves as we are – people dwelling on the borderlands, guided by a singular moral code: work. Our Madonnas adorned in mourning attire, and the seven swords symbolizing the seven sorrows deeply entrenched within our hearts. My friend, I comprehend so little about Abruzzo, merely the minuscule portion I carry within my blood.”





Ex-Voto. God save the gin

Creativity.

The concept, straddling between the sacred and profane, led us to associate the Ex-Voto figure with a heart and the seven swords, expressions of religiousness and popular culture, with the imagery of English punk. This unexpected yet intriguing connection underscores the relationship between the Abruzzo territory and the product type, London Dry Gin. The graphic language we employed is a fusion of these elements: sans-serif lettering combined with classic serif, a cardinal red color, and a striking pink hue. It's a continuous contrast that achieves a harmonious balance within the project.

Technical Description.

We consistently aim for a synergy between the substrate and the creative concept. In this instance, Aluflex Premium by UPM Raflatac aesthetically complemented the project. The multi-level relief on aluminium foil allowed us to replicate an ex-voto akin to the original. The bottle is sealed using the Vinolok Deco glass closure from the Edge line, featuring an internal colored coating.



The wolf and the moon: a tale of potential love

Creativity.

"What are you doing? Aren't you in the sky?" said the wolf.
"Tonight, we'll spend it together" replied the moon.
A brief love story between a wolf, an iconic animal of the Abruzzo region, and his beloved moon. The UPM Raflatac Cotton Black WSA substrate's black paste color inspired this tale, fostering a project designed to engage consumers with the product. The graphic design adopts a predominantly figurative approach, reserving textual content exclusively for the back label. This strategy captivates consumer attention, encouraging exploration and kindling imaginative spaces.

Technical Description.

The plastic film transfer printing technique enabled the creation of two visual planes where the moon interacts with the sun. Rotating the bottle produces a continuous interplay of balance, resulting in unique overlaps and luminous effects. The packaging is sealed using the Vinolok Pool glass closure from the Edge line, complemented by a golden metallic sticker.



We believe in the project and in curiosity, in simple and effective concepts: these are the cornerstones of our work.

With years of expertise in the branding and packaging industry, I founded D’Aroma Studio—a specialized design studio focusing on wine packaging and communication. Our dedication lies in nurturing client relationships, cultivating trust, and crafting projects that not only pique consumer interest but also captivate by conveying emotions and brand values.

Ginnasium served as our experimental ground, allowing us to delve into new materials and printing techniques. Our focus centered on crafting premium packaging where details, textures, and enhancements form an integral part of the consumer experience. Our objective was to spotlight its distinctive characteristics and uniqueness.

		The designer	
		Marco D’Aroma	

Lazio

Più Blu springs to life in Rome, a city that requires no introduction, being the capital of Italy, steeped in an artistic, architectural, and cultural legacy that has left an indelible mark on the world. In our interpretation of the Lazio region, we pondered our bond with the city and sought to encapsulate it by revering works of art as cherished elements discovered in museums and nature, all treasures bequeathed by our illustrious history.





The Mosaics of the Foro Italico

Creativity.

To enhance the essence embedded in the Ginnasium gin design project, which evoked such an imposing naming, we turned to the realm of figurative arts. The mosaics adorning the floors and walls within the Foro Italico sports complex emerged as a potent wellspring of inspiration for our creative endeavor. They served as guiding lights, shaping our aesthetic choices representative of the city and consequently, the region. Each facet of the graphic design underwent adept redesigning and personalization, weaving a common thread harkening back to the ancient art of mosaics—originating from Mesopotamia and embraced during the Roman dominion era. As the name ‘Ginnasium’ holds etymological ties to a place fostering the physical development of youth, our designers train and hone their creative prowess in the crafting of Ginnasium gin.

Technical Description.

For this project, the Antica Farmacia bottle was adorned with Genesi paper WSA-FSC by UPM Raflatac and elegantly sealed with a Vinolok Edge Philos Top Printing Black closure. The label, printed in greyscale, was embellished with glossy and matt Braille embossing, glossy varnish, and a touch of gold casting.

The Fossils of the Monte del mare

Creativity.

For this rendition of Ginnasium gin, intimately linked to our local landscape, our focus turned to the slopes of Monte Mario, often termed “Monte del mare”. The discovery of marine fossils dating back two million years captivated our attention, triggering contemplation on an element that intrigues everyone—from ordinary people to scholars—much like a fine gin does. As we sought to translate this element into visual graphics, we explored the contrast and harmony of concave and convex surfaces, delving into the essence of impressions. Our vision revolves around evoking this sensation through cutting-edge paper processing techniques, including embossing and debossing, without the use of inks. development of youth, our designers train and hone their creative prowess in the crafting of Ginnasium gin.

Technical Description.

For this project, we employed an Antica Farmacia bottle adorned with a Vinolok Edge Philos Top Printing Black closure. The bottle was adorned with Genesi WSA-FSC paper by UPM Raflatac, enhanced with embossing, debossing, and high-thickness glossy Braille.



Identity, packaging, custom product design—our expertise lies in transforming brands with modest identities into “precious” entities, preserving their core characteristics while enhancing their value. We specialize in crafting invaluable identities!

Più Blu Consulting & Solutions is a creative boutique established in Rome 20 years ago. It was founded with the primary goal of elevating the excellence of Italian Food & Beverage, stemming from the vision of the renowned distributor Bernabei Liquori.

Today, we stand at the forefront of the creative landscape, continuously aiming to anticipate new commercial horizons through pioneering activities and tools.

Our experimental projects are fuelled by passion and enthusiasm, allowing us to approach the market with originality and success. Upon discovering the Ginnasium project, its distinctive facets immediately captivated us. Moreover, being chosen to partake in this initiative was an unprecedented honor. Our objective isn't to vie against other agencies but rather to collaborate, breathing life into compelling content.

This great opportunity serves as a platform to push the boundaries of our creative ability while garnering profound insights from diverse specialists within the packaging industry engaged in this project. Moreover, it offers invaluable learning opportunities, enriching our understanding of the myriad possibilities in utilizing diverse materials that define a product's presentation.



The designers

Silvia Cacace
Gianluca Bartolazzi



Campania



The Campania region is rich in stories and places to narrate, embodying a people deeply tied to both faith and tourism. This essence sparked the concept of paying homage to both the mitre of San Gennaro and the cherished coastal gem, Capri.





The Mitre of San Gennaro

Creativity.

The Mitre of San Gennaro stands a symbol of Campania. It expresses its deep feelings, spirituality, and traditions. As an iconic representation, the mitre becomes the focal point of the label, exuding an aura of sanctity. Within this context, the name “Ginnasium” takes on the sound of a Latin prayer, resonates akin to a Latin prayer, marking a celebratory nexus between the sacred and the secular. The enigmatic allure behind this figure and the miracle of the blood are subtly hinted at by the black background. Key texts and graphic elements, richly adorned in gold, draw inspiration from the ornate decorations adorning Neapolitan churches. This amalgamation with the black backdrop produces a captivatingly glamorous effect, harmonizing seamlessly with the product’s premium positioning. The “Ginnasium” lettering on the label finds its inspiration from cast iron letters, a prevalent style in Southern Italy often seen embellishing building exteriors. The ornate and intricate baroque style has been extensively distributed in Southern Italy. We discovered numerous examples in certain municipalities, and in these

instances, we digitized the shapes and incorporated them into the design. The perforations within the letters symbolize the screws used for installation.

Technical Description.

The bottle’s square base inspired our design, encompassing a label that wraps around all four sides. Employing UPM Raflatac Cotton Black WSA paper with a textured black finish, we incorporated three distinct embellishments: deep engravings, transparent UV screen printing, and white screen printing. We choose the Vinolok Deco glass closure from the Edge collection with an internally laminated gold finish.



The mermaid Parthenope

Creativity.

The main element is the mermaid Parthenope, the legendary founder of Naples. And the azure color, a symbol of the city, in this case inspired by the “Blu Ponti” and the ceramics of Gio Ponti, an architect and designer who signed several projects in Naples and along the coastline. The fusion of the name “Ginnasium” with the mermaid illustration harmonizes with Parthenope’s classicism as described in Homer’s works. Additionally, the term “gymnastic”, associated with the name, aptly aligns with the goddess depicted in a sinuous and dynamic posture. The chosen bottle is the Capri model from Vetroelite glassware. For Parthenope, our lettering choice was based on a Resistenza Type—a condensed, clear, and serif typeface. To add depth and dimension, we incorporated shadows into the lettering.

Technical Description.

We employed Jazz Ice Premium FSC paper by UPM Raflatac, renowned for its pleasing tactile texture. This paper was enhanced with blue coloring, cast blue accents, debossing, and UV screen printing techniques to enrich the label’s visual appeal. To complement the label, we chose a glass closure from the Edge collection, distinguished by an inner coating in a turquoise shade.



To me, Campania represents a tapestry of narratives and flavors—rich and embellished like its Baroque churches, vibrant and lively akin to the bustling alleys of Naples, and radiant like its azure sea. These elements were my inspiration and the essence I aimed to capture in my proposals.

BasileADV is a creative studio dedicated to providing high-quality visual communication solutions, tailored to the unique tastes and personalities of individual clients. We specialize in enabling businesses to transcend the boundaries of competition, fostering enduring market presence through authentic brand integrity. Our focus on branding and packaging design aims to proliferate beauty and culture, starting from the simplicity of a product. In close collaboration with the type foundry Resistenza, an Italo-Spanish studio boasting a catalogue of over a hundred typefaces, BasileADV benefits from a prolific partnership. Established in 2008, Resistenza is helmed by Giuseppe Salerno, a calligrapher and type designer. Salerno honed his graphic design prowess in Turin and co-founded the type foundry in Valencia, Spain, alongside Paco González, a distinguished Spanish designer.

Through their collaborative efforts, they established the Resistenza Type Foundry, serving as a global platform for distributing typefaces to numerous renowned brands, including King, Starbucks, De Beers, Reebok, Disney, Adobe, and Microsoft. Over recent years, our involvement in directing artistic logos and lettering within the food and wine industry, alongside BasileADV studio, has significantly influenced our decision to engage in this initiative. We were drawn to its inspiring nature—an experimental laboratory fostering growth and collaboration, allowing us to connect with diverse agencies and partners. This endeavor expands our horizons in materials and beyond for project realization. The balance between provided Guidelines and ample creative freedom is what intrigues us most. It's this freedom that resonates with us, coupled with the chance to authentically represent our distinctive territory.



The designers

Andrea Basile
Giuseppe Salerno



Puglia

Puglia is a land of unparalleled uniqueness, effortlessly inspiring us with its captivating landscapes, untamed nature, rich history, and cherished traditions.

Our dual projects are an ode to our region, using shapes and colors to vividly narrate the authentic essence of this land.





The lacework of Puglia

Creativity.

A tribute to Puglia's folk tradition and textile art. We reimagined the typical lace pattern with a more minimal approach. The floral motif comprised of small circular motifs envelops the bottle, creating a play of textures between the natural weave of the paper and the gleam of the glass perceived through the micro-holes in the texture. The elegant and refined lettering, deliberately white, completes the label's design, symbolizing the purity and innocence of doilies made in line with Puglia's ancient textile tradition.

Technical Description.

The bottle's minimalist shape complements the label's design, transforming it into a decorative piece. The micro-dot technique recreates an "embroidery" effect, showcasing the turquoise background printed on the reverse side of UPM Raflatac's Jazz Ice Premium FSC paper, infusing a three-dimensional aspect into the project. The "Ginnasium" lettering is peak embossed, enhancing the label, while additional text details are accentuated in silver. The closure features a Vinolok Deco closure from the Edge collection, featuring an interior coating in turquoise.

Puglia, between land and sea

Creativity.

The design condenses the graceful patterns of sand dunes meeting the waves of the sea. Our aim was to evoke curiosity and prompt viewers to explore "beyond" by peering through the gap between the paper edges, providing an element of discovery as they uncover the name subtly placed in the background of the label. We selected a gracefully styled lettering that seamlessly integrates with the label's minimalistic design. The color palette echoes the hues of the depicted scene: aquamarine blue on one side and sandy white on the other.

Technical Description.

The project comes to life through the selection of a bottle with a minimalist shape, complemented by the choice of UPM Raflatac's Genesi WSA-FSC paper, which possesses a natural thickness, ideal for achieving a highly pronounced embossing effect. We aimed to evoke the sensation of running one's fingers over sea waves and sand dunes, providing a tactile experience that complements the visual aspect. To enhance the paper's profile, a delicate gold embellishment was added, simulating the sunlight's reflection on the water's edge. The project is finalized with the Vinolok Low Top closure from the Classic line, featuring an azure blue coating.





Together with his team, Flavio has faced increasingly challenging endeavors over time, achieving significant international recognition while maintaining a focus on quality and attention to detail.

Idem Design is a creative agency active for over fifteen years in the fields of branding, packaging, and communication. Our mission is to communicate stories, products, and experiences through creativity, methodology, and strategic research.

Over the years, we have strengthened our relationships with clients, experiencing consistent growth that has led us to attain significant international recognition, such as the Red Dot Design Award 2022, the Studio dell'Anno di OlioOfficina 2022, and the Pentawards 2023. Flavio Sisto, the Agency's Art Director and founder, has been active in the design and communication sector for over 20 years. His design skills, combined with his knowledge of materials and constant research and experimentation, have enabled him to create unique projects.

Ginnasium has been a project that captured our hearts from the beginning.

Being able to narrate our land through a label was a unique and rewarding experience that allowed us to express our creativity without limitations. The success of this project is also attributed to all the partners involved, who consistently supported our agency in achieving this excellent outcome.

		The designer	IDEM DESIGN
		Flavio Sisto	

Sicilia

Sicilia is an extraordinary land, a borderland where one either seeks escape or, as in my case, finds refuge. I have pursued beauty and discovered it in nature, among people, and in art—often, even within contradictions.

My interpretation of the island is driven by the intention to depict the encounter between ancient and modern, in harmony with the cultural layers that define it, and in unity with both the tangible and intangible legacies of the island, aiming to explore the origins of a collective imagination.





The reverberation of history

Creativity.

Transparency serves as the guiding principle of this project. Our vision was to create a bottle that allows a glimpse inside, resembling a Doric column, acting as a crystal ball unveiling the distant past and cultural heritage of Sicilia. The resonance of the Greeks persists in the present; while walking among the remnants of their cities, we keenly sense their legacy. The vertical lines adorning the bottle's back mirror the column's grooves, contorting as they traverse the glass, providing a canvas for our athlete, both evoked and distorted by the passage of time. The realms of gin and the gymnasium converge, depicted in the logo's design where the 'n' intersects with two columns, symbolizing the merging of ancient and contemporary. The color palette draws inspiration from the sea and the spontaneous growth of Sulla flowers in the spring, flourishing on meadows overlooking the sea, bordering the ancient ruins.

- Project: Leonardo Recalcati,
- Illustration: Martina Peluso.

Technical Description.

The label, shaped to cover two-thirds of the bottle's circumference, is crafted on UPM Raflatac Forest PP Clear TC 50 support. This involves a four-color process utilizing offset printing, PMS screen printing, enhanced with Lumafin and Luxor screen printing inks.

The chosen Vetroelite bottle is the Oasis variant, complemented by the Vinolok Deco closure from the Edge collection. Additionally, it features an internally applied transparent coating in Pantone Purple C.

For the neck label, UPM Raflatac Wine Coat FSC backing is utilized.

Eternal moment

Creativity.

Fragments of history. This is the concept behind the paper project for Ginnasium. Picture this: Sicilia, where the scorching sun's rays reflect off the immaculate remnants of a colonnade. Abruptly, before our incredulous eyes, athletes dash among the columns. The radiant sunlight glistens on their bodies anointed with fragrant essences, painting them in an array of surreal reflections, while the scene freezes into a snapshot. Was it a dream?

- Project: Leonardo Recalcati,
- Illustration: Martina Peluso.

Technical Description.

The front label, die-cut and spanning half of the bottle's circumference, is crafted on UPM Raflatac Genesi WSA-FSC backing. This involves a four-color process utilizing offset printing and PMS screen printing, enriched with Luxor 432 and 308 screen printing inks. Additionally, it incorporates depastillage, blind embossing, and glossy screen-printing embossing techniques.

The chosen Vetroelite bottle is the Oasis variant, accompanied by the Vinolok Deco closure from the Edge collection. Furthermore, it features an internally applied transparent coating in Pantone 3125 C.

For the neck label, UPM Raflatac Wine Coat FSC backing is utilized.



Less is better.

As effectively argued by Bruno Munari in his "Lezioni di Creatività": "To complicate is easy, to simplify is difficult." This principle has guided my design philosophy for over thirty years. AD Positive is a specialized design studio focusing on brand and packaging design. Our dedication lies in developing and promoting brands through design, ensuring their enduring recognition, visibility, and success over time.

I chose to participate in GINnasium, the gym for GIN design, because it is interesting to discover, through SenseCatch's work, if my thinking is shared and evokes emotions.

		The designer	
		Leonardo Recalcati	

The outcomes

The role of shelf packaging. A few seconds to capture attention

The initial moments in front of a shelf are pivotal in shaping product selection. Termed the “first moment of truth”, this brief window—typically spanning 10 to 20 seconds—is where the entire design system strives to stand out prominently. The principle of **Unseen is Unsold** holds weight. If a product isn’t seen, it fails to trigger the consideration process, leading to a lost opportunity for purchase.

Effective design aims to distinguish itself from competitors. Sometimes, a single defining element—a striking color, original graphics, unique material, distinctive shape, or a novel communicative approach—can render packaging eye-catching, capturing the shopper’s interest before they even glance at a competitor’s offering. Consequently, it becomes crucial to thoroughly test the entire product packaging design system before the “go-to-market” phase. This evaluation encompasses assessing shelf visibility and examining the emotions, values, and attitudes evoked in potential buyers.

In this project, we utilized eye-tracking technology to analyze each design’s ability to attract the shopper’s attention. The output depicted in the following figure highlights elements, marked in red, that garnered the most observation within the first five seconds of a consumer presence in front of the shelf.

Notably, attention tends to be predominantly drawn to the label. Specifically, elements such as color and shape contrasts, glossy enhancements, colored closures, and raised finishes stand out as attention-grabbing factors.

An intriguing observation is that at the bottom right of the shelf, it is the closure that immediately captivates the consumer gaze. The magenta color of the closure, particularly striking visually, coupled with the label’s transparency, has rendered the closure the distinctive and differentiating element of this shelf packaging.

Consequently, it significantly contributes to capturing the shopper’s attention right from the outset of their exploration.

The black label positioned at the forefront of the shelf receives considerable attention. The mitre and other elements embellished with golden enhancements and glossy details, simulating precious stones embedded in this liturgical vestment, have contributed to generating a superior visual performance compared to the average of other designs. Similarly, the second bottle on the left side of the upper shelf was able to attract attention through a play of overlaps that brought dynamism to the project, creating curiosity in the shopper, contributing to generating a higher level of attention compared to the average.



Figure. Attention on the shelf during the initial 5-second observation by the shopper.

Upon examining the shopper's attentive behavior during their exploration of the shelf, the figure below illustrates the synergic role played by each design element on various Gin packaging. Even in this subsequent phase, the label maintains its pivotal role. Specifically, it is the label's elements that visually convey the tactile sensations one might experience upon touching them. This visual suggestion captures attention, piquing curiosity and interest towards the bottle.

This ability to intrigue the shopper encourages closer proximity to the bottle and physical interaction, fostering sustained attention on all elements. This includes pivotal informational aspects, enabling a better understanding of the product and its specific attributes.

Of note is the contribution made by the sealed label neck on the closure, directing attention to the upper part of the bottle. This facilitates heightened noticeability of the closure by the consumer.



Figure. During the entire duration that a shopper remains in front of the shelf, the most observed areas on the bottles are the following.

Attention is captured by:

- | | | | | |
|---|--|--|---|---|
| <p>1</p> <p>The indication "dry gin"</p> | <p>2</p> <p>Colored closure. Human figure</p> | <p>3</p> <p>Shiny embellished elements. Arrow-shaped label that highlights juniper berries, conveying a sense of freshness and evoking the essence of gin</p> | <p>4</p> <p>The silhouette of a wolf against the black moon. Label processin. Distinctive black label neck protruding from the bottle neck</p> | <p>5</p> <p>A shiny golden element. A distinctive shape of the transparent window in the label depicting the meeting between beach and sea</p> |
| <p>6</p> <p>An embossed silver element adding three-dimensionality and character to the bottle</p> | <p>7</p> <p>A golden mitre adorned with colored embellishments reminiscent of precious stones in this liturgical vestment. Gold writing contrasting with the dark background, communicating richness and premium quality alongside other elements</p> | <p>8</p> <p>The indication "gin".</p> | <p>9</p> <p>Embossed writing and decorations, though lacking strong chromatic contrast, are noticed, suggesting refinement and freshness</p> | <p>10</p> <p>A colored closure. Shiny writing. Screen-printed blue waves</p> |

The role of packaging in interacting with the shopper. Evoking emotions and conveying an expectation about the product

After catching the shopper's eye on the shelf, packaging assumes the role of intriguing and persuading the consumer to approach and pick it up. It is precisely at this moment that the details and nuances communicated by all employed design elements become crucial.

Closures, glass, papers, embellishments, creativity, inks, and printing techniques, apart from capturing the shopper's attention, must also be capable of conveying a message

that, through the sense of touch, confirms the consumer expectation and guides their purchasing decision. Unlike sight, touch is a sensory experience less inundated with stimuli, making it more adept at conveying sensations. Therefore, particular attention must be devoted to the selection and combination of materials used in the packaging design.



Ex-Voto. God save the gin

Defined "iconic".

The heart with the seven swords stood out significantly, captivating attention due to its meticulous detailing and pronounced relief. This symbolic representation evoked imagery associated with English punk, adding an intriguing aspect that harmonized with the concept of "London dry gin". Consistency in the lettering contributed to a cohesive ensemble of design elements, described as notably harmonious.

The bands of color encircling the bottle garnered high praise for evoking a sense of protection and security. The use of pink hues conveyed the impression of a fruity liqueur, suggesting a sweet and light taste profile.

The bottle's shape drew considerable admiration, particularly its lower portion characterized by a rounded profile adorned with graceful lines. This design feature played with light, emphasizing the contents within, and captivating the consumer attention. Additionally, the bottle's mouth and short neck further enhanced its appeal among consumers.

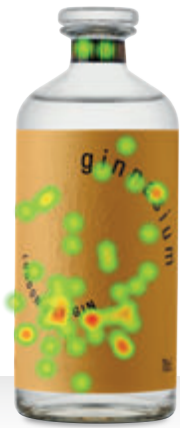


The wolf and the moon: a tale of potential love

Defined "poetic".

In this bottle, it's the silhouette of the wolf against the moon that seizes consumers' attention, portraying an image of strength, amplified by the moon's black hue and the prominently textured paper used.

Consumers perceive an intriguing concept where this element of strength is intertwined with a poetic context, showcased through the interaction between the moon and the sun. This interplay imbues character into the product, sparking the imagination of a high-quality gin. The moon itself also draws attention, contributing to making this project particularly original in the eyes of the consumer. Moreover, the contrast created between the smooth surfaces of the bottle and closure with the engravings on the lower part of the bottle's body was found to be captivating.



Intriguing

The Fossils of the Monte del mare

Defined “intriguing”.

Attention is primarily drawn to the central section of the label, which prominently displays the indication “London Dry Gin”. The raised design resembling a marine fossil is appreciated during tactile interaction, evoking a pleasant sensation, and referencing a trace of history. This embellishment adds an intriguing element to the bottle, sparking curiosity in the consumer.

The closure’s shape garnered considerable admiration due to its simplicity, deemed consistent with the clean design ethos.

Additionally, the customized screen printing applied to the closure serves to reinforce the image of a premium and desirable product.



Solemn

The Mosaics of the Foro Italico

Defined “solemn”.

In this packaging, what primarily captures attention is the lettering and its technical execution. The letters spelling out “Ginnasium” are printed with Braille embellishments, creating a marked thickness and rough texture when touched. While rough surfaces are generally considered unpleasant, in this instance, consumers perceived them as consistent with the design’s intent to evoke the characteristics of ancient mosaics and authentic stone surfaces. This imparted a sense of absolute genuineness and importance to the bottle, aligning with the overall perception of the product.

The bottle was additionally praised for its neutral colors, which were perceived as in harmony with a significant and representative region like Lazio. This region holds an institutional dimension that symbolizes not only the entire nation but also the rich history of the Roman Empire.



Richness

The Mitre of San Gennaro

Defined “richness”.

The focal point that distinctly captures attention on the label is the depiction of the mitre at its center. This effect is largely attributed to the golden foil embellishment and glossy embossing applied to the gems of the mitre.

The golden details outlining the alcohol content and the five botanical varieties used in this Gin also attract considerable attention.

The bottle is appreciated for its meticulous details and the tactile experience it offers, reminiscent of refined craftsmanship.

The chromatic consistency between the closure and the golden finishing of the label elements is particularly admired. The amalgamation of gold and black exudes an air of sophistication, suggesting a notion of robust and well-crafted liquor of premium quality.

The lettering evokes an aura of ancient, precious, and solemn signage, complementing the baroque style of the mitre and conveying a luxurious feel. Lastly, the depiction of the number ‘5’ as if it were impressed in sealing wax adds further value to the packaging, thereby enhancing the perceived value of the product itself.



Evocative

The mermaid Parthenope

Defined “evocative”.

Attention is immediately directed towards the central element depicting the mermaid Parthenope, the legendary founder of Naples. Consumers were especially drawn to the concave closure, notable for its almost transparent azure color. This feature captivated attention due to its striking resemblance and immediate association with the color of the sea.

The closure received outstanding appreciation for its tactile qualities, offering a smooth surface and rounded corners that provided a distinctly pleasant sensation when touched. This tactile experience suggested the notion of a fresh Gin, evoking associations with summer beach enjoyment.

This particular design element contributed additional evocative strength to an already regarded original design, remarkable for its fantasy and uniqueness in illustrations—especially the depictions of the mermaid Parthenope and the sailing ship. These illustrations not only capture attention through their glossy finish but also hint at an additional reference to the sea’s surface reflecting the summer sun.

This imparts a sunny and vibrant tone, immediately evoking associations with Campania and its inhabitants among consumers. The label neck’s pattern reminiscent of sea waves has not gone unnoticed. The label’s surface, in particular, garnered appreciation. The tactile experience it offers, crafted through the combination of paper, embellishments, and printing techniques, distinctly conveys the impression of a meticulously designed label. This representation undoubtedly signifies an exceptionally exclusive product.



Puglia, between land and sea

Defined “elegant”.

The prominently featured glossy gold embellishment, evoking the shoreline, not only commands attention but also imparts an air of elegance to the bottle. According to consumer perception, this feature renders it suitable even for more formal settings. Meanwhile, the name “Ginnasium” positioned on the back label stands out distinctly. This visibility is achieved through the transparent space created between the label’s paper flaps, fostering curiosity and inviting “exploration” of the contents within. This design choice not only showcases the logo but also accentuates the liquid inside the bottle. Consumers highly valued and regarded this aspect as original and engaging.

The tactile sensation created by the embossed paper, resembling the sinuous lines of sand dunes and sea waves, received positive feedback. Additionally, significant attention was directed towards the closure, which, owing to its color, reinforced the refreshing sensation reminiscent of the sea. These design elements collectively contributed to the “Puglia, between land and sea” project, conveying an overall perception of elegance.



The lacework of Puglia

Defined “refined”.

The name “Ginnasium” and the geometric patterns adorned with turquoise embossing successfully drew attention. Specifically, the lettering of “Ginnasium” stood out for its clarity and easy readability, deemed exceptionally elegant and sophisticated by consumers. This perception was attributed to its bright silver color and raised embossed effect, which significantly heightened the label’s sophistication and perceived value. Consumers valued the harmony between the textured paper featuring geometric patterns and the texture reminiscent of Puglia’s lacework.

The floral pattern imprinted on the white paper produces a delicate “lace” effect, evoking the woven fabric characteristic of Puglia’s lacework. This design detail not only accentuates the paper’s materiality but also, significantly enhance the tactile experience, which consumers greatly appreciated.

Participants notably observed and appreciated the grooved texture and color of the bottle closure. They perceived a connection with the sea and the traditional “Trulli” of the region through these specific details.



The reverberation of history

Defined “timeless”.

All consumers favored the color combination, particularly appreciating the vertical blue lines that effectively captured attention and complemented the bottle’s shape, likened by consumers to a Doric column. The lettering garnered high praise as well, especially for the creative fusion of the letter “n” shared by “Gin” and “Ginnasium”, intersecting in the logo at the convergence of the letter “n” with two columns. This design element was perceived as a symbolic bridge between ancient and modern influences. Additionally, consumers took note of and admired the Greek motifs at the bottle’s base, evoking the Sicilian sea, along with the depiction of the discus thrower.

Analysing the eye-tracking output reveals an interesting observation: the discus thrower, despite being positioned at the back of the bottle, notably captures attention, especially around the upper section where the face, a striking human element, is situated. Additionally, the color of the closure conveys the impression of a precious stone, further enhancing the sense of refinement associated with the product.



Eternal moment

Defined with the word “dynamism”.

The standout elements that attract the most attention are the purple column, the depiction of the athlete, and the turquoise closure. The project’s color scheme and the contrast created by glossy finishes on the columns and waves received significant acclaim. These aspects, in combination with the portrayals of Greek men, collectively contribute to instilling a sense of dynamism and energy in the design of the bottle. Much like the aforementioned project, the coherent integration of elements implies a distinct imagery associated with the Sicilian territory. The prominent azure color of the closure, along with the waves in a matching hue, evokes the shimmering appearance of the sea. This design choice establishes a powerful implicit connection between the bottle and the essence of Sicilia.

Emotional engagement

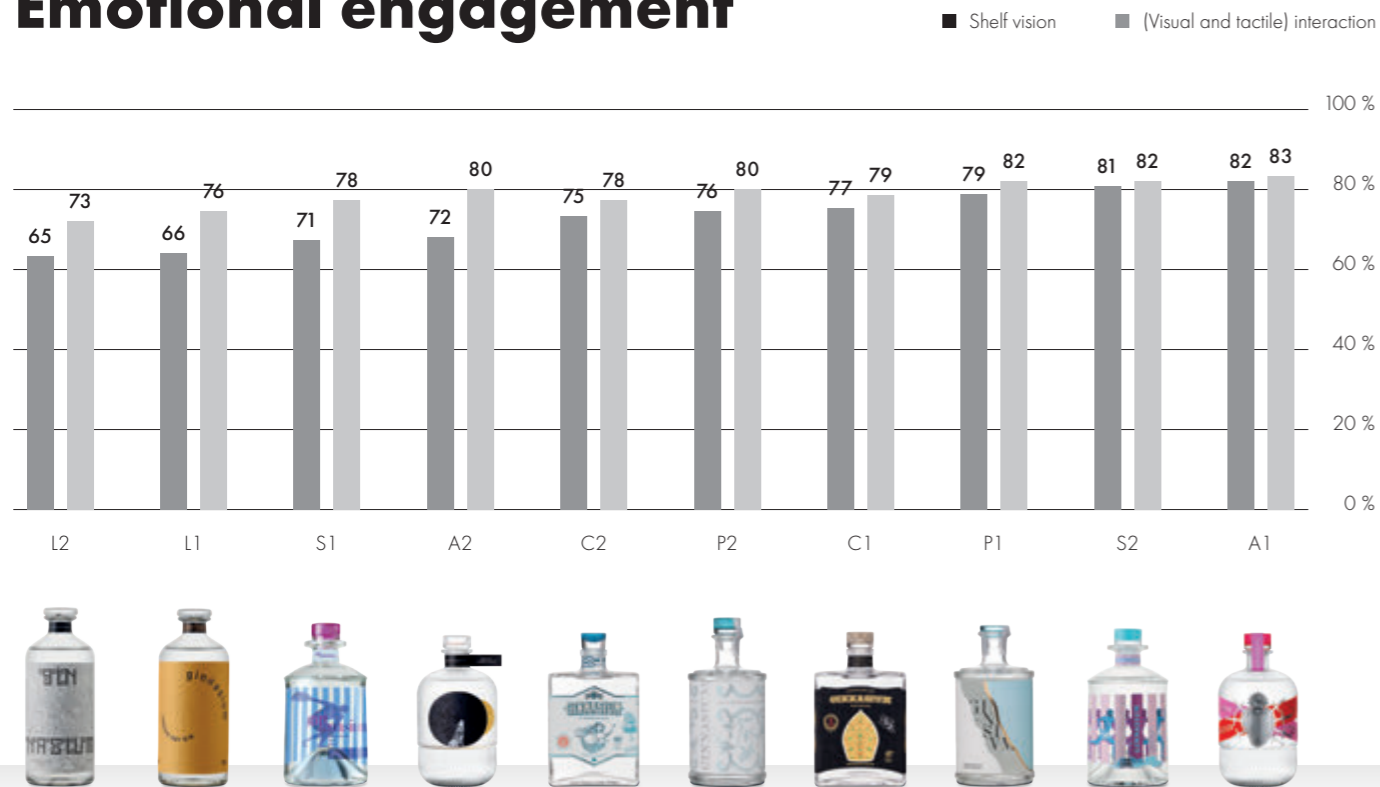


Figure. Level of emotional engagement.

The emotional involvement data outlined in the table suggests that designs incorporating elements stimulating both sight and touch, characterized by contrasts and the ability to evoke tactile sensations at first glance, tend to engage shoppers most effectively.

Bottles that initially lack an immediate tactile impression tend to involve consumers to a lesser extent. However, if they offer tactile sensations during physical interaction—such as notable details, contrasts, and diverse textures—the engagement level increases. This leads consumers to perceive the product as richer and more refined. Hence, sight plays a pivotal role as the primary sense engaging consumers at the shelf, creating curiosity, and prompting them to approach the bottle. However, it's the tactile experience that fosters involvement and desire towards the product, amplifying and reinforcing the expectations formed through the initial visual impression.

Furthermore, although soft and velvety surfaces are particularly pleasant, the tactile experience must be consistent with the image one aims to convey.

Indeed, consumers expressed a high level of appreciation for the details of textures and embellishments that increased the conceptual imagery. For instance, finishes reminiscent of sand dunes, paper patterns resembling waves, smooth closures evoking a seaside allure on bottles, and labels featuring textured and rough surfaces reminiscent of fossils and mosaics—evoking stone—conveyed a sense of naturalness and authenticity.

Consistent engagement of both sight and touch emerged as the fundamental aspect in generating emotional engagement and enhancing the perceived value of the product.

The synergic role of design system elements

While individual elements serve to capture attention and pique curiosity, it's the deliberate selection and harmonious integration of these details that truly define packaging capable of conveying a clear and unified message. This intentional amalgamation creates an imagery that resonates with the consumer, evoking a desire for the bottle.

Designers harness a spectrum of tools—such as paper, glass, closures, embellishments, printing techniques, and inks—which must be meticulously chosen and combined to form a unified and holistic ensemble. The culmination of these elements transcends mere sum to become a final product that surpasses its individual components. This cohesive assembly is always guided by the brand's objectives, expressed through the designer's creative vision and interpretation.

The paper. Stimulating sight and touch to generate an expectation

Glossy and embossed papers draw consumer attention to the bottle, instilling a sense of dynamism within the packaging. Similarly, matte paper elevates the sophistication and uniqueness of the label, evoking a poetic and theatrical context. Dark papers with textured surfaces imbue the bottle with character and convey an expectation of a rich, intense taste.



Printing and embellishments. The art of conveying the message onto paper

Embossing and debossing printing techniques not only capture consumer attention visually but also through touch, creating a multisensory experience that allows consumers to envisage the product's characteristics even before experiencing it first-hand. To further solidify this perception, the strategic use of metallic embellishments serves to highlight the product's qualities and overall design. In the case of the "The Lacework of Puglia" project, the combination of printing, paper choice, and the embellished turquoise pattern creates the impression of working with a fabric enriched by embroidery.



The bottle. The canvas upon which the project is build.

The bottle's shape holds considerable sway over the display of embellishments and decorations. For example, square bottles intensify the radiance of embellishments positioned on their edges by directing light and capturing attention. Conversely, round bottles impart a sense of softness, enabling to encircle the bottle—a perfect fit for projects seeking to convey dynamism.

The impact of packaging shape on visual perception is noteworthy. Studies reveal that square bottles often evoke perceptions of a "premium" and assertive product, exemplified in the "The mitre of San Gennaro" project. Conversely, bottles with rounder shapes such as Manila, Oasis, Evan, or Antica Farmacia tend to evoke a taste profile characterized by refinement and softness. The fusion of a round bottle shape with a design perceived as poetic by consumers, as showcased in the project "The wolf and the moon: a tale of potential love", contributes to reinforcing the notion of a seductive product.

Contrasts hold a pivotal role in shaping perception. Bottles distinguished by the interplay of smooth surfaces seamlessly interwoven with textured elements, exemplified by the Manila bottle, not only evoke curiosity but also convey a profound sense of meticulous attention to detail and refinement.



The closure. The details that enhance the product

The closure stands as a pivotal element in shaping consumer perception. When viewed attentively on the shelf, a tall and vibrant closure has the power to seize the shopper's initial exploration moments and instantly convey a specific message.

The results show how the flat cap receives less attention in the first few seconds in front of the shelf. Nevertheless, during physical interaction with the bottle, it is perceived as notably refined. An intriguing discovery surfaced concerning the concave caps utilized in this project, which, when combined with other elements, spark greater curiosity and are more favored in comparison to the flat caps.

While smooth closures are perceived as more pleasing to the touch when observed, the textured closures within the Deco collection significantly contribute to enhancing the overall product experience.



Vinolok Edge Deco
Inner Color Coating



Vinolok Classic Low Top
Color Coating



Vinolok Edge Nest
Inner Color Coating



Vinolok Edge Philos
Top Printing



Vinolok Pool
Gold Metal Sticker

The graphic design. The expression of the product

A gin bottle serves as a canvas for expressing its personality through the harmonious interplay of shapes, colors, and materials. The coherence among these elements reinforces the intended image and message.

The use of strong, dark colors on bottles with angular shapes evokes a sense of heightened value, richness, and strength. This combination sets the expectation of an intensely flavored product. Conversely, bottles with softer colors and a more rounded shape create the perception of a smoother and refined gin, suggesting a sense of freshness.

Furthermore, a more colorful design instills expectations of a sweet, fruit-infused distilled beverage. Both visual and tactile contrasts also hold significant sway in shaping perception.



Final Insights

The selection of packaging design elements is critical to catch attention on the shelf. Contrasting colors and shapes, glossy embellishments, colored closures, and raised finishes collectively render the Gin bottle “eye-catching”, securing its visual prominence on the shelf.

The tactile experience, particularly when unexpected upon first sight, amplifies engagement with the bottle, encouraging physical interaction and subsequently intensifying the desire for the product. This phenomenon, often referred to as the “endowment effect”, instils a psychological sense of ownership and ascribes greater value to the product.

The inclusion of glossy golden details, particularly when set against textured papers or combined with distinctive shapes and effects, exudes elegance and a distinct sense of prestige.

Every detail communicates: bottle, paper, embellishments, closures, inks, and printing techniques collectively convey a distinct message, creating specific expectations about the product to be experienced.

These design elements not only influence the consumer choices on the shelf but also possess the ability to influence preferences regarding the perceived taste of the product itself.

Hence, it is essential to meticulously focus on every aspect of the design while not overlooking a crucial yet occasionally disregarded aspect—the consumer, encompassing their psychology, needs, and varied ways of interpreting communication. Their attention to the minutest details, recognized in psychology as “weak signals”, can significantly impact the success or failure of packaging and, consequently, the product.

The success of Gin packaging relies on the seamless integration and coherence of design elements, coupled with a meticulous focus on details.

