



COLOURFORM TOASTS DESIGN WIN FOR ITS MAISON RUINART COLLABORATION

Kendal based papermaker James Cropper, is celebrating after taking home a prestigious industry award from [Design Week](#), the leading accolade in the design industry, showcasing the best work from across all design disciplines.

James Cropper [COLOURFORM™](#) won in the 3D structural packaging category for its Second Skin case for champagne house, Maison Ruinart, which was created in collaboration with Pusterla 1880, using the papermaker's thermoformed, plastic-free, moulded fibre packaging innovation.

The Second Skin case is made entirely from COLOURFORM moulded fibre and is nine times lighter than the previous box, reducing the carbon footprint by 60%. The disruptive design has been revered as setting a new standard in responsible luxury packaging.

Marrying the use of a recyclable material and the need for functionality whilst delivering a case that has a premium feel was one of the elements which stood out to the judging panel. The judges said that the project shows great Innovation and manages to be simple and contemporary while still feeling premium.

Rowan Nowell, COLOURFORM packaging designer remarked "The Second Skin was designed to accentuate the distinctive silhouette of Ruinart's product, rather than hiding it away. Its subtly textured white surface is incredibly tactile, and while it protects the champagne from light-strike, it also embodies the tradition at fine-dining restaurants of serving the champagne wrapped in a white serviette."

Ruinart Second Skin was recognised for the prestigious Design Week award amongst other great designs across physical and digital channels for brands including Fortnum and Mason, Aardman Animations, Xbox, BBC Studios, Marcus Lyon, San Francisco Symphony and Elvie.



This award marks the ninth accolade for COLOURFORM's collaboration with Maison Ruinart which also includes this year's Luxury Packaging Awards, the 2020 LuxePack in Green and Peoples' Choice Awards, Best Folding Box gong at the Formes de Luxe Awards, the Resource Efficiency prize at the Sustainability Awards and Les Trophées Champenois 2020 'Packaging of the Year' award.

Patrick Willink, COLOURFORM managing director says: "This award acknowledges consumer demand for sustainable packaging solutions and highlights the very best eco-designed and responsible approaches. We are so proud of this project and absolutely thrilled to be recognised in the industry for the pioneering work we have created in collaboration with Maison Ruinart.

The Second Skin elegantly demonstrates our passion for innovative mono-material design which respects our environment, people and communities which has been, and continues to be the driving force of our business."

COLOURFORM's partnership with Pusterla 1880 and Maison Ruinart, the very first champagne house founded 290 years ago, has been a long-term project focused on reimagining the packaging solution.

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For more information please contact Carie Barkhuizen on 07843082084 / carie@seymourpr.co.uk or Tracey Warmington on 07590410387 / tracey@seymourpr.co.uk

NOTES TO EDITORS

About James Cropper COLOURFORM™

COLOURFORM is no stranger to innovation. The moulded-fibre packaging company has been born from a group with tremendous heritage, who continually looks to the future with its innovation and progressive thinking. Coupled with the creative capability to go head-to-head in the design stakes with undesirable plastics, COLOURFORM is meeting the needs of complex and high-end design, while blazing a trail for sustainable luxury packaging in the future. <https://www.jamescropper.com/Colourform>

About James Cropper

James Cropper is a prestige paper innovator based in the English Lake District, supplying distinct, custom-made paper products to many of the world's leading luxury brands, art galleries and designers.

Throughout 176 years of high-quality paper production, the business has been carefully stewarded and nurtured by six generations of the Cropper family and is renowned globally for individual expertise in colour and fibre innovation.