



JAMES CROPPER BRINGS WORLD-FAMOUS COLOUR LAB TO LUXE PACK 2019  
AND EXCLUSIVELY UNVEILS NEW INDUSTRY REPORT

James Cropper is poised to present its expertise in the art of colour at Luxe Pack 2019. The specialist papermaker will bring its acclaimed colour lab experience to Monaco from its home in Kendal, in the English Lake District.

The company's master colour blender, Mark Starrs, and resident colour trend expert, Alison Rodwell, will showcase the incredible detail involved in the bespoke colour matching process via demonstrations exploring the process through which James Cropper has become the world's foremost makers of coloured paper.

James Cropper will also launch its Progressive Palettes report at the event. The report is the result of collaboration with designers from across a range of sectors and takes a deep dive into what's driving colour trends now and in the future. Anyone who is interested can register for the report [here](#) ahead of time and pick up a hard copy at booth DB09.

Initial excerpts released from report findings indicate that in just a decade, the biggest driver of colour selection for branding and packaging has moved from fashion to social media, with technology predicted to become the biggest influence by 2030.

Aligning with the theme for Luxe Pack 2019, the research also charts the rising role sustainability credentials will play in years to come, from the departure of using colours such as browns and greens in favour of broader palettes, to the intrinsic place sustainability agendas hold in packaging design briefs today.

Stefan Pryor, packaging specialist says: "Our offering for Luxe Pack 2019 demonstrates two fundamental areas of our business; our expert colour capabilities and our game-changing work in the sustainability arena, which offers brands the opportunity to use high quality papers and plastic-free packaging incorporating circular design without compromising on beauty.

"By picking up our Progressive Palettes report, those attending will gain a unique insight into the modern context of colour, while learning what is influencing design for brands from all categories now

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and in the future. It has been developed specifically for those striving to stay one step ahead, as the landscape we navigate and consumer expectations become more and more complex.

“We’ve also chosen this year to unveil a brand new COLOURFORM™ demonstrator, further showcasing the extent to which plastic-free packaging can deliver. COLOURFORM is a unique combination of colour accuracy, 3D design possibilities and high-quality sustainable materials, all working together in harmony, to deliver a bespoke and premium brand experience.”

James Cropper is a world-class advanced materials and paper products group, with an operational reach in over 50 countries. Specialists in luxury papers, packaging and bespoke colour, the company provides a series of innovative plastic-free paper and packaging solutions which include its world-first CupCycling™ technology and COLOURFORM innovation, underpinned by an impressive colour lab holding around 4,000 live shade recipes and an archive of some 200,000 colours.

The business is renowned globally for its dedicated responses to custom projects and its award-winning commitment to the highest standards of sustainability.

To find out more about James Cropper’s activity at Luxe Pack or arrange a meeting with a member of the team contact [JCPRTEAM@seymourpr.co.uk](mailto:JCPRTEAM@seymourpr.co.uk).

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For more information about James Cropper’s PROGRESSIVE PALETTES REPORT or to request an interview with someone at James Cropper contact Carie Barkhuizen on 07843082084 or [JCPRTEAM@seymourpr.co.uk](mailto:JCPRTEAM@seymourpr.co.uk).

### **About the campaign**

Research commissioned by James Cropper and conducted by Censuswide in March 2019 amongst 500 designers from a range of disciplines.

Censuswide abide by and employ members of the Market Research Society which is based on the ESOMAR principles.

### **About James Cropper**

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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 173 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, dedicated responses to the most challenging custom projects and award-winning commitment to the highest standards of sustainability.

James Cropper is a member of the Paper Cup Recovery & Recycling Group (PCRRG), a cross-industry group that exists to develop collection and recycling opportunities for paper cups and identify and support solutions that sustainably transform used paper cups into a valuable resource. For more information, visit [www.pcrrg.uk](http://www.pcrrg.uk).