

"Flushed with Success"

The leading make-up brand Pout were looking for a classy case to do justice to their flush stick pack. Anything to spare their blushes by not using a standard carton format. Print and format echo the classic flush stick inside, making Pout top of the class for style.



Rural Bliss

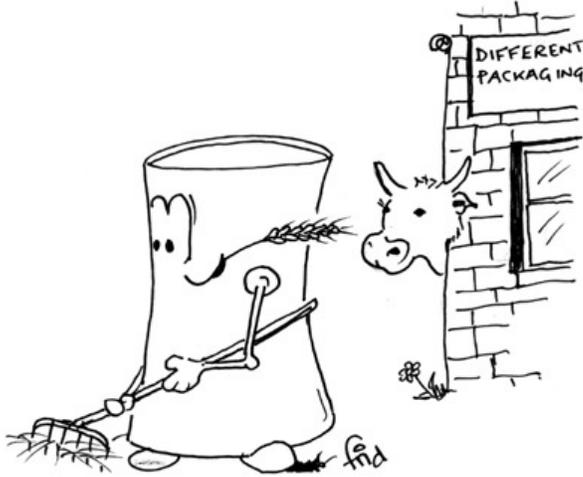
The drums have been beating out a welcome in Leicestershire; we've moved premises to a fantastic, airy and large building complete with its own view of cows and horses. The pastoral location is proving to be a really tranquil setting but we're still really accessible. We've now got masses more space to welcome suppliers and customers alike and the local wildlife is very friendly.

We're still acting on impulse

Impulse products in different, exciting formats have traditionally been expensive because of the pack cost and the associated cost of filling. Different Packaging has just supplied, for the third year running, Elizabeth Shaw's Famous Names mini-tubes, offering a small diameter tube at the right price. The injection moulded tube and push in lid allow real on-shelf presence and just beg to be picked up and taken home.



The high quality insisted on by Elizabeth Shaw requires a relatively slow packing line, so the need to hit key packaging price points was imperative. These mini packs are still retailed at 99p - an ideal impulse price. A handsome tube at such a handsome price: go on, act on impulse...



Please update your records with our new phone, fax and postal details - the old ones will no longer be working come 1st Jan 2007!

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Here's a [map](#) too - in case you want to come visit us down on the farm!.



round and oval, clear and printed, board and plastic tubes

paperboard, PP, PVC and injection moulded

How do you like yours?

If you'd like to receive previous copies of this newsletter, click [here](#) to email your request.

You need cost effectiveness, we have something to suit, be it for small, medium or large production runs.

...and we're still banging on about drums...!

www.differentpackaging.co.uk