

# Jokey Individual

Sensationally different.



Packaging  
Technics  
Individual  
Spa



# Jokey Individual

## From eye-catcher to bestseller.

Unique packaging, created especially for your product, draws customers in and encourages them to make a purchase. It conveys the emotional world, the promise of quality, and the value of your brand. A strong packaging design attracts all attention in the aisle to your product and gives it the competitive edge.

Jokey decorates or produces your packaging precisely to your concept and exactly according to the corporate design of your brand. You benefit from the excellent expertise of our packaging professionals and from the state-of-the-art packaging techniques concerning design, functionality and convenience. When it comes to decoration techniques, at your disposal are the brilliant in-mould labelling, high-quality digital printing, and offset printing.



### **100% Passion**

The people make the difference.

Jokey combines a family company's dedication to service with the performance of an international corporate group. As a customer you will be looked after by a personal contact partner who addresses your concerns quickly and proficiently.

Working at our 14 company locations worldwide are highly motivated teams which employ their different skills, experiences, and cultural backgrounds so that our packaging can become better every day. For us packaging is not just a container. It is a way to satisfy you and your customers, to conserve resources, and to shape the future of logistics.

**That's what we're working towards.**

# Unique Packaging Design.

## Layout

Put your message in the limelight!

The interplay between the logo, colours, text and images creates your brand's distinctive corporate design.

It gives your product a brand identity and highlights its position in the competitive field.

## Container Colours

Make your brand unmistakable.

Colours arouse emotions and are one of the most important recognition features for your brand. We can produce your packaging in the colour of your choice – including clear. Buckets and handles can be coloured differently.

In addition to the 11 standard colours at Jokey, we optionally offer various special colours as well as individual colours according to PANTONE, RAL or HKS. Glitter and metallic effects, as well luminous packaging materials can ensure the glamour of your product.

## Image Motifs

Pure emotion.

Images appeal to the gut instinct and stimulate the buying impulse. The in-mould labelling practices at Jokey allow for emotive motifs that are captivatingly brilliant. The entire container surface and the lid can be entirely printed right to the edge. Optional multisensory effects lead to smelling, tasting, and marvelling.



### Individual Types of Packaging

Custom moulding by specialists.

Nothing makes more of a difference than individually-shaped packaging. Would you like to have an eye-catcher that draws in all attention at the POS? Or do you want to tailor the function of your packaging specifically to your customers? The Jokey Moulding Service develops a special design in close collaboration with you, which corresponds exactly with your wishes. Jokey Werkzeugbau GmbH ensures precise moulds and Jokey Technical Service supports you in setting up filling production.

### Future Technologies

Networked and convenient.

- > **Packaging 4.0**, which communicates with mobile terminals or scanner checkouts.
- > **Intelligent Packaging**, like thermochromic effects, for example, which show temperature changes with a change of colour.
- > **Smart Packaging** with an additional barrier function, like the Jokey Barrier Tainer as well as our comprehensive line of accessories.

### Environmentally Friendly Packaging

The Jokey Eco Concept.

In order to minimise material usage, we manufacture our packaging with the thinnest walls possible. All Jokey packaging is made from homogeneous polyolefins and is up to 100% recyclable. We recommend the secondary raw materials resulting from our processes to create packaging for non-food items.





## Jokey Design Service

### Package design by packaging professionals.

Packaging is the most important selling point for your product. Around 80 per cent of all purchasing decisions occur spontaneously at the POS. Attractive packaging therefore plays a crucial role: It draws consumers in and encourages them to pick up the product.

#### **Full Service for Your Packaging Design.**

We created Jokey Design Service in order to unleash the full sales potential of your packaging. As a full service provider of packaging design, we take care of everything for you; from consultation to creation to creating print templates.

The Jokey Design Service creates your packaging design for each of our standard or custom-mould packaging solutions. We design packaging for you which appeals to your target audience, advertises in the authentic and emotive manner that your product needs, and is therefore clearly recognisable as your product brand.

#### **Creation**

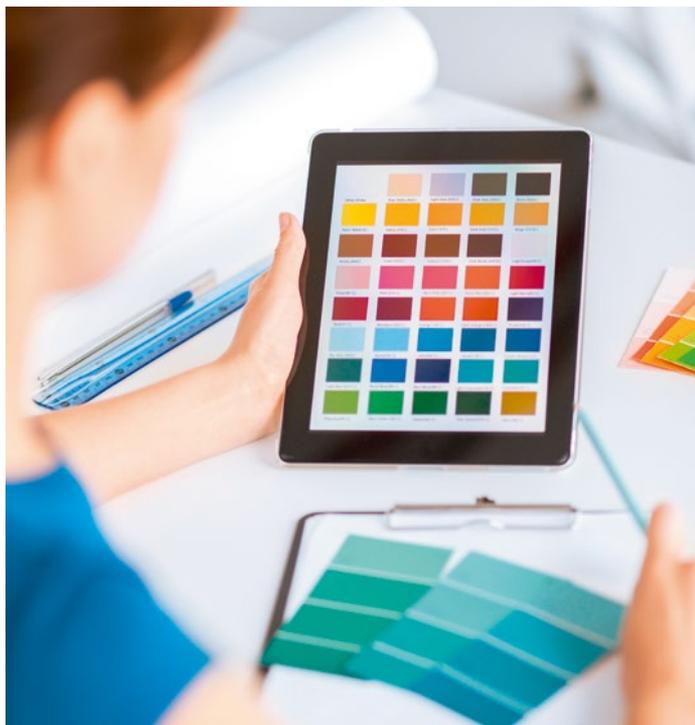
From consultation to design.

Initially we discuss what you expect from your packaging design and the volumes to be met. We then develop a design concept. As experienced packaging professionals, we know what is technically possible and how we can achieve the perfect advertising effect. We recommend you a colour scheme for your containers and we develop a print image with motifs, text, logos, etc.

#### **Visualisation**

Revolving 3D view of your packaging design.

We present your design concept to you as a rendering, a revolving, digital visualisation, as real prototype or as smallest product run for presentations and field tests. That way, you can assess it in realistic conditions and examine it from all angles. After coordinating with you and receiving your approval, we create the layout for your print image.



## Printing

Processing with state-of-the-art technology.

The superb in-mould labelling procedures from Jokey guarantee emotive motifs in high-definition quality. Even multi-sensory effects and digital interactions can be integrated into the in-mould labels. For small runs, we make similar high-quality labels using digital printing. Even the classic offset print offers attractive design options.

## PrePress

Technically perfect print templates.

Our printing specialists create print templates for the print motifs of your packaging. As a leading manufacturer, we pool together our experience of creating thousands and thousands of print motifs.

## Benefit from our expertise.

Jokey Group is one of the world's leading manufacturers of plastic packaging. When it comes to decoration, we are one of the industry's pioneers with innovative methods such as in-mould labelling and digital printing.

Our long-standing experience is at your disposal as a packaging specialist for your packaging design.

## We would be glad to give you advice.

Jokey Design Service  
Fon +49 (0) 2261 544-1351  
Mail [designservice@jokey.com](mailto:designservice@jokey.com)

## Get in touch!

Jokey Plastik Wipperfürth GmbH  
August-Mittelsten-Scheid-Straße 23  
51688 Wipperfürth/Germany

Fon +49 (0) 2267 685-0  
Fax +49 (0) 2267 685-1133  
Mail [sales@jokey.com](mailto:sales@jokey.com)



[jokey.com](http://jokey.com)