

# be inspired

The monthly inspiration board

pacproject



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# HALLI HALLO

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It is already March ! Time is flying as always...

You might remember it from our Christmas edition 2017, when we asked our lovely colleagues to share their best picks and tips for the upcoming holiday season. This little extra corner was well received and appreciated, so instead of having it once a year, we decided to keep that principle and to make it pop up every now and then. Therefore, we are proudly introducing this new little segment in the newsletter:

## **The staff pick of the month !**

Occasionally, we will be featuring a pick from one of our team member and give her/him the opportunity to share with you their personal opinion about a product, an innovation or a packaging...hoping that it will be another great source of inspiration for you!

We hope you will like it!

Your pacproject team.

**NEW IN  
A NEW  
EXCHANGE  
CORNER**



PAGE 04

**NINTENDO LABO**  
A FEW PIECES  
OF CARTON,  
AND FUN KNOWS  
NO BOUNDARY



PAGE 05

**BEE'S WRAP**  
ALTERNATIVE  
WAY TO WRAP  
YOUR FOOD



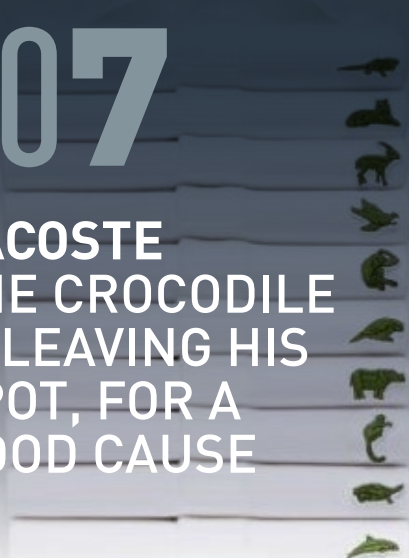
PAGE 06

**BVG x ADIDAS**  
WHY NOT WEARING  
YOUR TRANSPORT  
ANNUAL PASS ?



PAGE 07

**LACOSTE**  
THE CROCODILE  
IS LEAVING HIS  
SPOT, FOR A  
GOOD CAUSE



PAGE 08

**STAFF  
PICKS  
OF THE MONTH**

**FACT  
OF THE MONTH**

The **Easter Bunny** is a rabbit thought to bring easter eggs to good children. It was first mentioned in a **German book** published in **1682**.

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BY BEUCKE  
& SÖHNE**



**WORD  
OF THE MONTH**

**Zeitumstellung:**

**Substantiv**  
or daylight saving time, mostly observed throughout Europe and North America, is this never-ending-debatable-energy-saving practice, consisting in advancing clocks during summer months, so that evenings daylight lasts longer. The idea first arose in 1895, and was in place on the 30th of April, 1910 in Germany, Austria and Hungary.





## IMAGINATION, LIFE IS YOUR CREATION

Who doesn't miss the good old days, when being a kid meant being able to create your very own little world just with a few pieces of paper and carton, and a lot of imagination?

Nintendo is bringing back the playfulness in the game ! In April, the iconic game company will release a new set of tools called "labo". Made out of pre-cut cartonboard sheets (and various accessories such as rubber bands), this DIY set will allow kids to create various add-on to combine with their Nintendo switch console. The different accessories are all highly playful and cleverly created, bringing another "edutainment" dimension into their favourite play time. Children can build up their toys themselves and play with a piano, a fishing stick, a combat robot suit...It helps them to take some pride in the creation of the different components and encourage them to move around in a fun way.

DIY, sustainable carton, playfulness, smart design...What is not to like! This new project got us all quite excited...I guess one never really stop being a child at heart!



**Nintendo, something to thrill the small and...the big kids !**  
- SOURCES: [Endgadget](#), [NintendoLabo](#)



**BEE'S WRAP**  
is a pretty (good)  
alternative to  
your classic  
foils and films

SOURCE: [BEESWRAP](#)



## PACK YOUR FOOD WITH STYLE

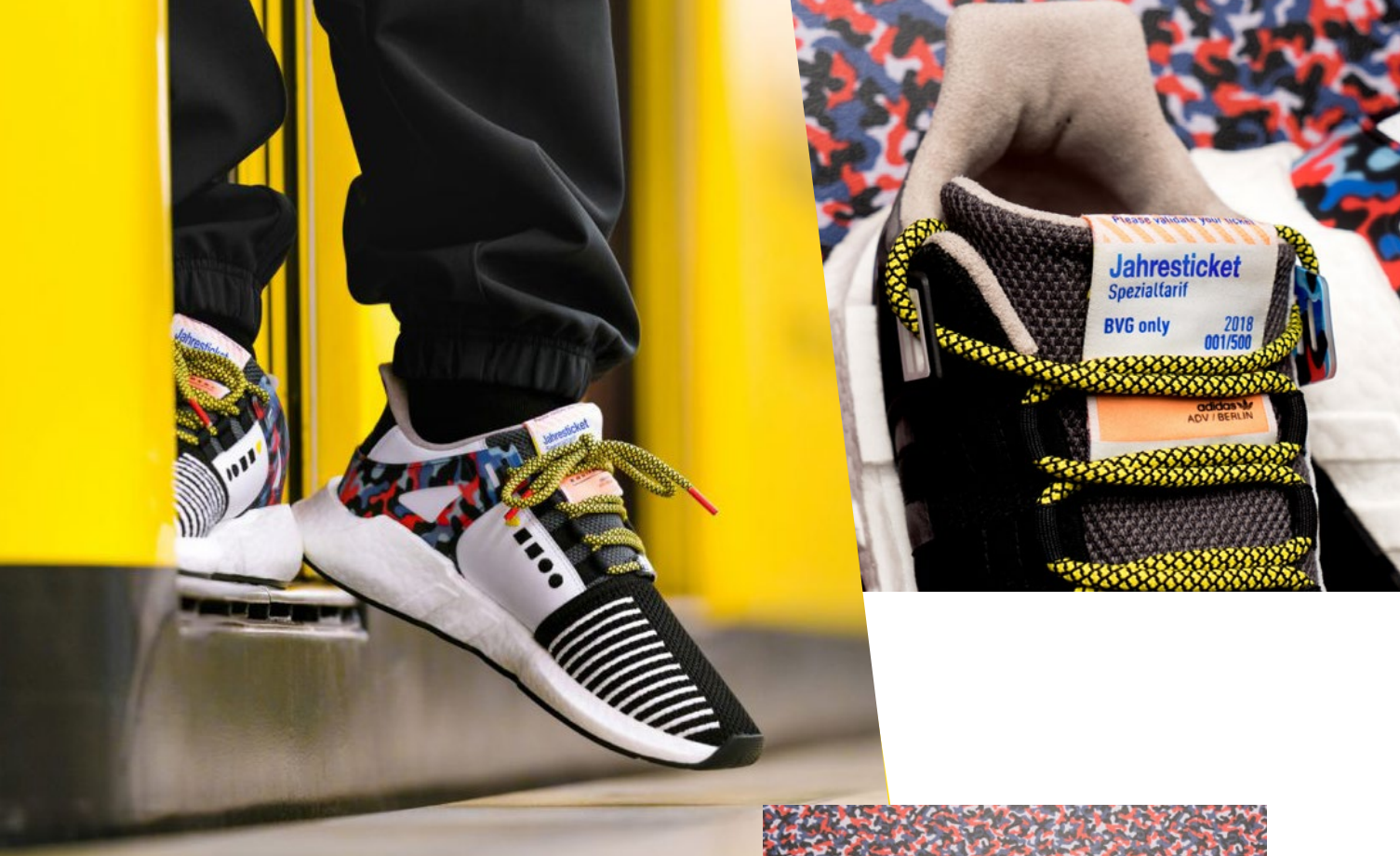
Did you ever think about an alternative for your classic cellophane film and aluminium foil? They have always been present in our kitchen cupboards, being pretty handy when it comes to wrap food leftovers, to-go sandwiches, cheeses etc...But what about finding a more sustainable solution ? This is where bee's wrap comes in.

The company first started to produce their food wrappers back in 2012 in Bristol. Initiated by its founder Sarah Kaeck, the project started as a research to find a way to store food with a greener mindset. The principle is quite simple: each wrap is made with a piece of organic cotton fabric, coated with a mix of beeswax, jojoba oil and tree resin. The wraps are reusable, washable and compostable. It has nothing to lose to their films competitor as it is highly workable , covering and hugging perfectly its content. Plus, it is available in different pattern, making the size differentiation visually easy and making it look way better than the usual wrinkly foil or film !

Sometimes it is harder to re-think a product, rather than creating something brand new from scratches. New alternatives are always inspiring!







## ICH BIN EIN BERLINER... SO ARE MY SHOES !

“You didn’t have the time to swing by the ticket booth, and you forgot your phone so you can’t save yourself with an online purchase...the ticket inspectors are dangerously heading towards you...Wipe your drops of sweat and fear no more, Berliner. Remember you’ve got your shoes on!” Does it sound like the start of a catchy sci-fi story? Well, in Berlin it is reality! The capital is known for being the cradle of ‘hipster’ trends and creativity, and this why it won’t surprise anyone to see this new project coming to life there.

The BVG (the local public transport company) teamed up with none other than Adidas to create a very limited edition of shoes (500 pairs), released last January.

Bearing the BVG’s iconic colours and pattern, the shoes are celebrating the company’s 90th birthday. The pair works as a yearly transport subscription, and for only 180 euros, it is quite a bargain considering the usual price for even the cheapest annual pass. No need to mention that the pairs were sold out in a jiffy.

The yearly ticket being stitched to the shoe tongue, people need to wear them to be in order...Better really love the shoes if you need to wear them all year-long !

**BVG x ADIDAS**  
When an annual public transport  
pass becomes a fashion accessory

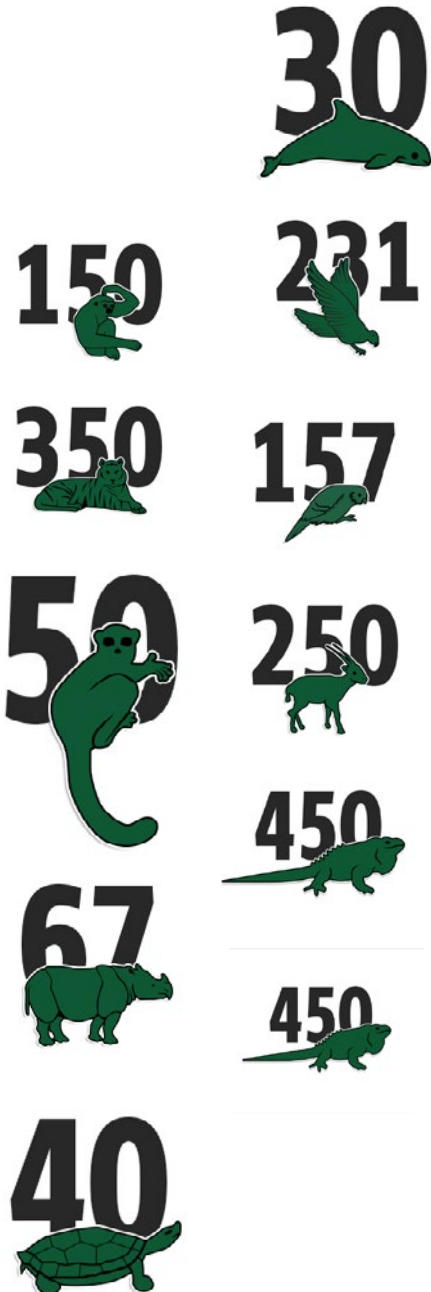
SOURCE: [Blogbuzzter](#)





**LACOSTE,**  
is not just about  
the crocodile

SOURCES: [SaveOurSpecies](#)



## USE THE POPULARITY OF ONE, TO SHINE A LIGHT ON OTHERS

The crocodile brand...There is no need to say more for everyone to think “Lacoste”. The classic French brand way beyond a name, is firstly and foremost an iconic logo.

Now, let’s imagine the brand decides to replace its beloved icon for one special collection. Launched during the latest Paris Fashion Week, “Save Our Species” is a limited edition of white polos featuring no crocodile. In fact, it is replaced by 10 different endangered species, in the same green embroidered style we all know. To create a bigger impact and raise awareness, the number of polos that were produced, correlates to the population of each species that still remain in the wild today. Thus, only 30 polos were released for the sea mammal Vaquita, against 450 for the Anegada Ground Iguana to name but two. Quickly sold out, all proceeds were donated to the International Union for Conservation of Nature, an organization aiming to protect the nature and wildlife. It is the first time since its foundation in 1933, that the brands replaced its crocodile making the message even stronger.

We are saluting such an action, especially when it is as cleverly and sensitively done.





# STAFF PICK OF THE MONTH: FRIZLE'S SPÄTZLE

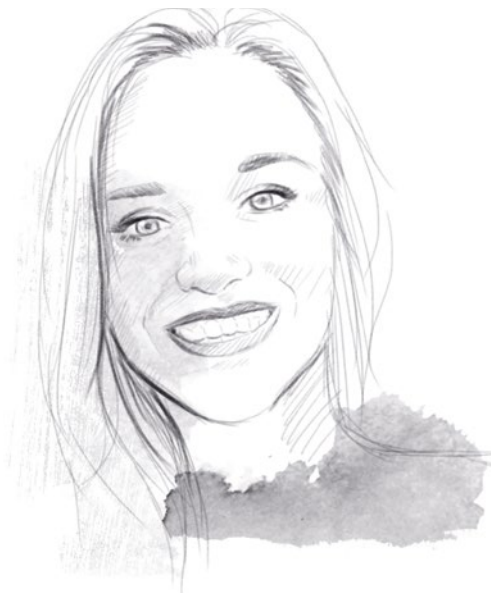
"My favorite product of the moment is the Spätzle packaging from Frizle. I saw it some time ago while shopping in Edeka and it instantly caught my eyes! "What is so special about it?" will you ask me. Well, the packaging enables you to press the fresh spätzle dough straight out from the packaging, right into the cooking water.

I like the idea of having a ready-to-use cooking product, still letting the consumer take the last step to prepare their meal, giving them the satisfying feeling of making something themselves.

In my opinion, conveying this idea of accomplishment with a pack is both creative and innovative. There aren't many products as playful as this one around! This is definitely cool and creative!"

Linda Denissen, Consultant

SOURCE: [FRIZLE](#)



STAFF PICKS OF THE MONTH



TIPP #2

FÜR DAS SCHÖNSTE ERGEBNIS  
DIE PACKUNG IN 2 PORTIONEN  
NACHEINANDER ZUBEREITEN UND  
JEWELS ABSCHÖPFEN.

1. ÖFFNEN

ZUERST DIE PACKUNG AUS DEM KÜHLSCHRANK NEHMEN. JE WÄRMER DER TEIG, DESTO EINFACHER DAS ROLLEN. EINEM TOPF MIT MINDESTENS 5 LITER WASSER ZUM KOCHEN BRINGEN. WASSER NICHT SALZEN! FRISCHE-SIEGEL ABZIEHEN.

2. ROLLEN

WENN DAS WASSER LEICHT KOCHT, DIE PACKUNG VON OBEN ROLLEN UND SO DEN TEIG KRÄFTIG AUSDRÜCKEN. JE NÄHER AM WASSER, UMSO DICKER DIE SPÄTZLE.

3. GENIESSEN

KURZ HOCHKOCHEN UND GLEICH ABSCHÖPFEN. SOBALD DIE SPÄTZLE AN DIE OBERFLÄCHE KOMMEN. SPÄTESTENS NACH 60 SEKUNDEN. FERTIG!

FRISCHER BIO-EIER-SPÄTZLETEIG – FÜR SELBSTGEMACHTE SPÄTZLE.

FRISCH GEPRESST, DIREKT AUS DER VERPACKUNG. SCHNELLER, EINFACHER, FRISCHER, LECKERER GEHT NICHT. EINE VIDEOANLEITUNG UND EIN OFFENES OHR FÜR DEINE IDEEN, ANMERKUNGEN, MEINUNGEN: WWW.FRIZLE.DE  
ZUTATEN: WEIZENMEHL\*, FRISCHEI\* (30%), TRINKWASSER, SPEISESALZ, ANTIKLEBMITTEL  
NICHT ZUM ROHVERZEHREN GEEIGNET



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## WE WANT TO GIVE YOU A PLATFORM TO CONNECT

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We have established a broad collection of materials used in packaging and strive to make this assortment as extensive as possible. In order to make it so, and to keep the collection up to date, we are always interested in new innovations and novelties.

Being a part of our pacarchive means we have your materials stored at pacproject. Materials in our collection are first in line to be used in workshops and projects with no cost to your company.

If you want to attract the attention of selected brand owners, agencies and other key customers, we recommend featuring and becoming a part of pacproject's inspiring community.

On the pacarchive feature page, you can promote your product and introduce your company directly to the right people.

We connect brands and customers through our excellent network of over 1000 contacts in well-known companies and decision-making positions.

[Click here to get in contact with us and find out more about prices, terms & conditions](#)

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by **YOU**

**Would you  
like to be  
the feature  
of the month?**

## FEATURE OF THE MONTH: BEUCKE & SÖHNE

The company BEUCKE & SÖHNE GmbH & Co. KG is an old-established, eighth-generation family business with 500 employees that produces flexible plastic and paper packaging in gravure, flexo, digital and web offset printing. Within the last 260 years the company has reinvented itself time and again.

„That’s why we have a digital printing press from Hewlett Packard at the headquarter in Dissen near Bielefeld, which offers special advantages in terms of speed, print design and low run length. In this way, short runs for test markets or professional field service samples can be produced quickly. Even the current topic 'individualization and personalization' is a further advantage of the digital printing process. We are a German middle class company with long tradition, the right partner with the suitable know - how and develop tailor-made products in the highest quality for you.“

**Interested ? Want to find out more? Get in touch with Beucke & Söhne:**

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**Email? [Get in touch here!](#)**

**PACARCHIVE**  
Introducing  
**BEUCKE  
& SÖHNE**



**BEUCKE & SÖHNE**





# pacproject

creativity and technology  
packed with *Passion*

See you next month for  
another collection of inspiration.

## Get in touch:

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