

PACK IT, MARK IT, MAKE IT YOURS!

... AFFORDABLE QUALITY

# FOIL PRINTING SERVICE

**PACKQUEEN**  
THE LEADER IN PACKAGING



# "THE SIMPLEST WAY TO MAKE A GIFT BOX YOURS IS WITH FOILING

To create a professional finish on your gift boxes, you can't go past a high-quality foiling print. What a better way to show your clients that you mean business than to offer your product in elegant packaging that is specifically tailored to YOU. Make your brand stand out above the rest with PACKQUEEN's premium foiling print service ... and all you need to do is supply us with your logo!

## INS AND OUTS OF FOILING

Foiling is a process whereby a metal block is uniquely laser cut with your logo on it. It is then used to apply an industrial foil stamp with a special adhesive backing onto the lid of your box. The heat and pressure of the machine that your box lids are fed through makes the foil bond with the box, resulting in a crisp metallic print in your choice of positioning.



### Benefits of foil printing with PACKQUEEN:

- 14-day turn-around time
- full artwork approval is sought prior to printing to ensure customer satisfaction
- high-shine and crisp metallic print
- a great branding option to give your product a high-end look
- bulk pricing discounts available (see overleaf)
- one-off block manufacturing fee (see overleaf)
- foiling print will not run or smudge and requires no drying time

## FOILING PRINT COLOUR CHART

When it comes to choosing the right colour for your logo, PACKQUEEN offers a range of eight vibrant metallic and matt colours to make it easy for you to customise your packaging. The examples below have been foiled on our recycled brown finish:



## BLOCK SIZING OPTIONS

The foiling block can be manufactured in three different size levels to suit your box selection.

### Small Block

(foil print area up to 1200mm<sup>2</sup>)

Example of the largest logo size to fit within a small block would be 30 x 40mm

### Medium Block

(foil print area between 1200mm<sup>2</sup> to 3200mm<sup>2</sup>)

Example of the largest logo size to fit within a medium block would be 40 x 60mm

### Large Block

(foil area between 3200 – 10,000mm<sup>2</sup>)

Example of the largest logo size to fit within a large block would be 100 x 100mm

The easiest way to figure out which size block you require is to look at your logo as if it were to be placed on your box, measure up each end in millimeters and then multiply the figures. Your end result should fall into one of the block size categories. Below are block examples of how to calculate your print area. If you are unsure, contact us for a recommendation.



total area 1190mm<sup>2</sup> - small block



total area 3200mm<sup>2</sup> - medium block



total area 9880mm<sup>2</sup> - large block

"WHEN IT COMES TO BRANDING YOUR GIFT BOXES, THERE IS NOTHING MORE ELEGANT THAN A SIMPLE, CRISP FOIL PRINT ... "

### Foiling block pricing (one-off cost)

BLOCK OPTION	SIZE RESTRICTION	PRICE (EX GST)	PRICE (INC GST)
Small	Up to 1200mm <sup>2</sup>	\$140.91	\$155.00
Medium	1200mm <sup>2</sup> – 3200mm <sup>2</sup>	\$163.64	\$180.00
Large	3220mm <sup>2</sup> – 10,000mm <sup>2</sup>	\$181.82	\$200.00

### Foil print pricing

QUANTITY	PRICE (PER UNIT, EX GST)	PRICE (PER UNIT, INC GST)
50 +	\$3.61	\$3.98
75 +	\$2.46	\$2.70
100 +	\$1.81	\$1.99
250 +	\$0.94	\$1.03
500 +	\$0.72	\$0.80
750 +	\$0.58	\$0.64
1000 +	\$0.51	\$0.56

(above pricing excludes the cost of boxes)



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