

ThimmColor® digital - Top Story



With new recipes, fresh ingredients and inspiring ideas, HelloFresh adds variety to your everyday cooking. The innovative, digitally printed packaging for three seasonal grill menus with high-impact, high-quality print images which THIMM has developed with HelloFresh not only transports the healthy food, but also conveys the company's brand identity.



HelloFresh Deutschland
Nils Herrmann, VP Operations



"Inspiration, freshness and quality are not just inside the box in this project but also visible to customers right from the first instant thanks to the high-quality print images on the packaging. Our digital print technology which is unique in Germany, together with the use of food-safe inks, allowed us a lot of freedom to customise the packaging even more and create the box design exactly in the way that we wanted. Our customers' feedback on the HelloFresh Grillbox has been very positive - both on the content and on the attractive packaging."

Nils Herrmann, Vice President HelloFresh Deutschland

CUSTOMER BENEFITS

ThimmColor® digital - New opportunities for the branded products sector

- » Effective brand presentation with first-class print quality
- » Different designs for customised series products
- » Total flexibility for product launches and test runs
- » Exclusivity thanks to serialisation
- » Support with the unboxing experience thanks to sophisticated customer presentation

Grillboxes as the very first order on the digital web press

- » Water-based inks for indirect food contact
- » Seasonal campaigns for keeping even more up-to-date
- » Cost-effective even for short runs
- » Strong brand loyalty thanks to personalised customer presentation

YOUR CONTACT AT THIMM



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