

Personalized Gift Box Delivers Holiday Greetings—and Business—for M.I.W. Group

M.I.W. Group Co., Ltd.



“Durian Sticks for Happy New Year 2015”

Best-of-the-Best Award Winner—Packaging
Xerox Premier Partners Global Network

The Bangkok-based M.I.W. Group Co., Ltd. is one of Thailand’s leading graphic communications providers. Services include design and offset and digital printing of marketing materials, packaging, magazines, photo books and other communications.

www.miwfood.com
miwgroup.co.th
bookplus.co.th

“Carton design is as important as the product. Our package design is unique, and when we personalize it to add a client’s name, our customers are very impressed.”

– Supha Hongtong

M.I.W. Group Co., Ltd.—“Durian Sticks for Happy New Year 2015”

M.I.W. Group Co., Ltd. produced a Christmas and New Year gift consisting of durian sticks in a colorful and personalized package printed on a Xerox® Color 1000 Press. The personalized gifts impressed recipients, and now the M.I.W. Group is offering pre-fabricated and customized packages for a variety of gift products and occasions.

Challenge

The M.I.W. Group Co., Ltd. wanted to develop a distinctive Christmas and New Year's gift that its customers could give to their clients. And they wanted to design and print an equally distinctive package for it that would attract attention on its own, increasing the gift's perceived value, triggering interest in what's inside—and further triggering interest in the M.I.W. Group's packaging services. The other key requirement: the packaging materials had to be sturdy enough to protect and preserve the contents during shipping as well as on the shelf.

Solution

The M.I.W. Group decided upon a gift of durian sticks, made from the widely popular Southeast Asian fruit known as the “King of Fruits,” the durian. To package it, the team designed a festive box depicting a quaint village street front, topped off with a red bow and a personalized holiday greeting. The package was printed on a Xerox® Color 1000 Press with an EFI™ Fiery® Digital Print Server.

Results

By all accounts, the combination of the M.I.W. Group's distinctive package design and a personalized holiday greeting impressed the gift's recipients and, on a practical level, the sturdy packages helped the tasty durian sticks arrive safe and sound.

Now the M.I.W. Group is building its gift box business by offering additional pre-fabricated boxes suitable for a variety of products and with multiple designs that are appropriate for additional holidays and special occasions. The M.I.W. Group also offers customized package designs in quantities as low as one.

For information about all of the winners, visit www.XeroxDigitalHotSpot.com/BestoftheBest

