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Opal delivers thousands of reasons for De Bortoli Wines to be jolly this Christmas

Opal Specialty Packaging, in partnership with De Bortoli Wines, has developed an innovative and uniquely different design solution for De Bortoli's 2021 Wine Advent Calendar.

Each year, in celebration of the festive season, De Bortoli launches its sell-out Advent Calendar, which showcases a range of red, white, sparkling and rosé wines featured in a specially designed Advent Calendar box.

Taking inspiration from the look of a jovial Christmas jumper, the brief to Opal was to create a range of different designs for the Advent Calendar boxes.

Working with De Bortoli, the brief evolved to consider how the designs could be expanded using the innovative technology in Opal's EFI Nozomi 18000C digital press. After exploring a range of possibilities, the creative team at De Bortoli and the team at Opal settled on a combination of 16 specific Pantone colours and 12 different graphic objects in the form of Christmas "decorations," to deliver thousands of individualised boxes!

Each box has a unique mix of colours and decorations appearing in different areas on the packaging to ensure that no two boxes are the same.

The benefits of digitally printed packaging include shorter run lengths and minimal set up costs. De Bortoli is the first of Opal's customers to take advantage of the powerful "Mass Versioning" capabilities, which digital printing can deliver.

Mr Andrew Russo, Group General Manager, Opal Specialty Packaging says Opal is committed to innovation.

"Our team strives to identify ways to bring added value for our customers, which is core to our market offering," says Mr Russo.

Each individually designed box contains a selection of 24 piccolos with a mix of 12 different De Bortoli wines. Once used, the Advent Calendar box can be recycled via kerbside recycling collection or through local cardboard recyclers.

About Opal

Opal is one of Australia and New Zealand's largest renewable packaging and paper businesses and is part of the Nippon Paper Group. We manufacture innovative fibre packaging and paper solutions and are committed to sustainable circular economy business practices. We have more than 4,000 employees across Australia and New Zealand, and export locally made products to more than 70 countries around the world. www.opalanz.com

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