



From fresh fibres to fresh ideas – Holmen Invercote Touch in full bloom

Holmen Invercote Touch, the latest member of the iconic Invercote family, is a welcome addition for brands that want to create premium packaging products with a natural look and feel.

To showcase its possibilities, Holmen has created a product sample shaped like a flower. It's an explosion of colour, design and special effects – and shows off the paperboard's unique tactile qualities.

“We wanted to demonstrate what can be achieved with Invercote Touch,” says Maria Blohm, Project Manager Print and Product at Holmen. “We created this piece as a limited-edition sample to spark inspiration. The outer box and the flower within prove that with our paperboard, you have the freedom to create beyond expectations.”

The power of collaboration

The paperboard flower sample is aimed at showcasing Invercote Touch's versatility, demonstrating its unique qualities for bending, folding and printing. To realise this vision, Holmen collaborated with Gothenburg-based designer Mikael Selin, renowned for his bold use of colours and patterns.

“We wanted to make an impact with an unboxing experience that customers would want to keep,” Selin explains. “Something that sparks the imagination and pushes the limits of what can be done with paperboard. It sounds cheesy, but we wanted to think outside the box. And then we came up with the flower.”

Bringing the design to life requires advanced construction techniques. Holmen partnered

with Ink n Art, specialists in digital printing and converting, and Copenhagen-based foil and embossing experts Dreyer Kliché.



“The collaboration was essential,” Blohm continues. “Because this was a limited edition, we wanted to print it digitally. Digital printing is more efficient for smaller runs, and we wanted to show that Invercote Touch works great with digital printing too. We also included vibrant printing and striking foils, alongside showcasing the natural material without effects.”

The result is a piece that blends craftsmanship and innovation, while underlining the creative potential of Invercote Touch.



An invitation to create together

With this sample, Holmen extends an open invitation to customers and partners to explore new possibilities in packaging.

“More than a showcase, it represents our commitment to collaboration – building long-term relationships, understanding unique challenges, and turning visions into reality. Together, we can create packaging solutions that inspire and perform,” says Blohm.

Fact box

The sample is made mainly from Holmen’s Invercote Touch, an uncoated, multi-layered SBB (Solid Bleached Board) paperboard. The grammage is 330 g/m². The stem is made from Invercote Duo 670 g/m².

It was printed with CMYK in an HP Indigo 15K Digital Press, and the following effects were used:

- Gold foil
- Rounded emboss
- Gold foil + embossed lines
- Silver foil (holographic)
- Green foil + emboss

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About Holmen Board and Paper

Holmen specialises in paperboard and paper products made using fresh fibre from sustainably managed forests. This creates products with superior strength, flexibility and visual qualities – for everything from books, magazines and advertising to packaging for cosmetics, electronics, food and transport. Our market-leading solutions are perfect for conscious brands that value premium quality and close partnerships. Production and processing are based in Sweden and the UK.