



INSPIRE 2-2025
A MAGAZINE FROM
HOLMEN BOARD AND PAPER

HOLMEN

36 pages

Wellness in a Box

HOW TO DESIGN
PACKAGING THAT
HEALS AND BUILDS
BRAND LOYALTY →

Issue 75

inspire

INSPIRE 75 2—2025

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Brands are adapting their packaging to meet the growing demand.



Intriguing
figures
in this
issue...

23%



of the global population around the world are millennials.

70%



of UK and US consumers started purchasing more healthy aging products.

45 kg



Designer Bea Szenfeld's garments can weigh up to 45 kilos.



Behind the scenes

For this issue's cover, we wanted to capture how wellness brands design both their packaging and photo shoots. We printed headlines and information from our magazine onto Invercote G 300 g/m² boxes.



The boxes were HP Indigo printed by Ink n Art. The clean design resembles what wellness packaging often looks like today.



EDITOR'S NOTE:

We want to live longer, we want to feel better, and our health is constantly on our minds. No wonder the wellness industry is expanding at a tremendous clip. According to McKinsey & Company, the global consumer wellness market is worth 1.8 trillion USD per year.

It's a market that embraces everything from new products and devices to time-honoured pastimes like reading a book. Mental breaks are just as important as physical ones. The wellness market is of crucial importance for brands all over the world, whether in pharmaceuticals, fitness, skincare, food or publishing. As consumers strive for wellness and balance in their lives, almost all aspects of goods and services are affected.

And that means that the physical form of the goods and packaging takes on a greater importance. Communication may begin long before a buyer enters a store, a gym or a clinic – but once there the competition on the shelves is as fierce as ever. When selling health, longevity or relaxation, it's important to have something tactile that speaks of trust, reliability and comfort.

In the 75th issue of *Inspire*, we take a closer look at the importance of the wellness trend and how it impacts design, packaging and printing.

Enjoy!

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Holmen Board and Paper

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Inspire aims to inform and entertain with stories and photos that are not restricted to the scope of Holmen Board and Paper's own business. As the name suggests, the idea is to be inspirational and not to infringe on a company or person's image rights or intellectual property.

It's chaos out there!

Water in a beer can and coffee in a tube? **Chaos Packaging** is a new term for a trend that has been creating a buzz particularly on social media. It delivers the opposite of predictable packaging by taking familiar items and packaging them in unconventional ways.

"The most powerful packaging innovations come not from shock but from rethinking category norms strategically. Breaking these norms must serve the product, the consumer, and the planet," says Tey Bannerman of McKinsey Design in a Packaging Europe interview.



TOP
1%

Holmen's Workington Mill has received the highest rating from EcoVadis in 2024. This places the UK mill in the top 1 per cent of companies worldwide when it comes to sustainability issues related to environmental impact, ethics, sustainable procurement, and labour and human rights.

45 MILLION SEEDLINGS

Each year, Holmen's two nurseries in Sweden produce 45 million spruce and pine seedlings.





Fresh eyes on

HANDY DESIGN TOOLS?

Do you have a favourite AI-assisted design tool? iF Design, responsible for the iF Design Award, released its 2025 trend report listing some of the most popular tools.

1. Adobe Firefly

Used for graphic design, photo editing and social media.

Makes it possible to generate images, creative assets and textures with text input (text-to-image).

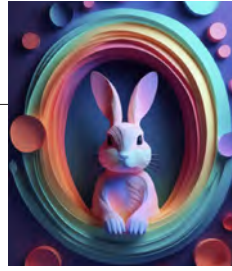
2. Canva AI

Used for social media, marketing and branding. Provides AI-assisted design suggestions and automated layouts and can optimize texts and images.

3. Looka (logo generator)

Used for branding, startups and marketing. Creates custom logos and brand identities based on user preferences using AI.

1



2



3



Consumer attitudes in 2025

“Consumers generally see packaging producers and brand owners – rather than themselves, retailers, or regulators – as responsible for driving sustainability in packaging.”

This is one of the key findings that emerged from McKinsey & Company's report “Sustainability in packaging 2025: Inside the minds of global consumers”. The report also reveals that recyclability is viewed as the most critical sustainability trait globally.



Voyage under the sea

Ten tonnes of paper were used to create “L’Océan de Léa” (Léa’s Ocean) an immersive exhibition that places the visitor in an underwater world of glowing coral, fish, seaweed and jellyfish – all made using sheets of paper.

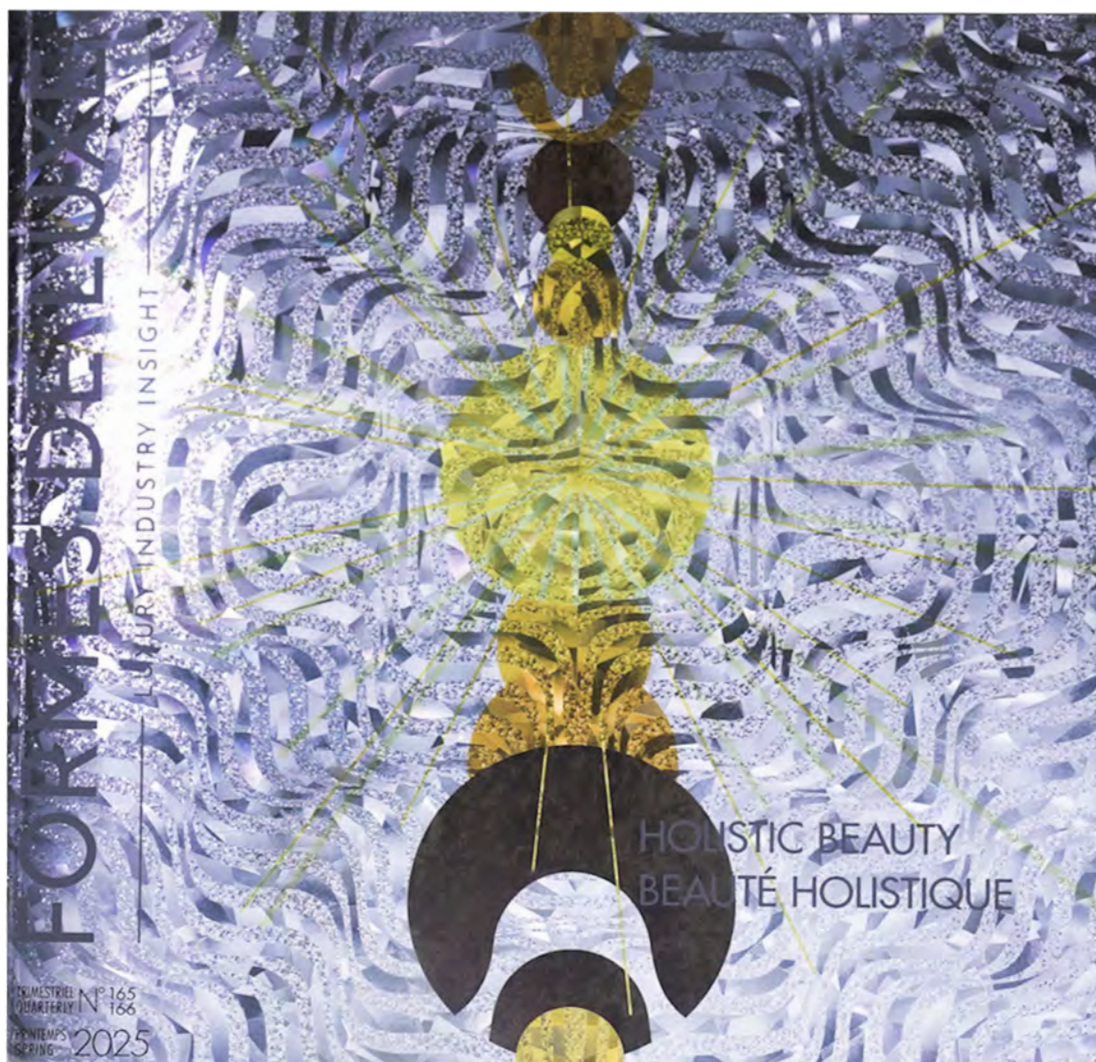
This dreamlike ocean was exhibited in conjunction with the UN Ocean Conference (UNOC) held in Nice, France in June as a reminder of the fragile and delicate nature of the ocean.

Paper sculptor Junior Fritz Jacquet is the visionary behind the work. As an adolescent, the discovery of origami helped him channel his energy after leaving Haiti as a child to settle with his parents in France. He later explored various paper techniques and in 2000 co-founded the Centre de Recherche International en Modélisation par le Pli (CRIMP) collective.

Paper represents the ocean’s fragility – and resilience.

Photo Cari Simmons

The award-winning *Formes de Luxe* magazine cover is decorated with a unique diamond lens effect generated by an innovative metallization transfer process.



Diamond lens delights

Brand: *Formes de Luxe*

Product: Magazine cover

Paperboard: Invercote Creado,
280 gsm

THE GLOBAL authority for luxury packaging, *Formes de Luxe*, is a quarterly magazine featuring insights and analyses on the latest luxury industry news. It is the perfect marriage of sustainable substrate and paperboard

and showcases new trends in luxury packaging design. The March 2025 issue is devoted to holistic beauty, an all-encompassing approach to healthy bodies and minds, which is a key trend in the premium cosmetics, drinks and pharmaceutical markets.

Unifoil's Unilustre Silver Maze diamond lens effect was used on the magazine's cover. Its crushed diamond and prism-like image produce a striking visual impact. It is printed onto Invercote Creado paperboard

from Holmen Board and Paper.

"We identify design surface trends each year," says David Peters, Global Product Development Director, Unifoil. "And one of the key trend drivers for 2026 is called Chrysalis, which is all about the dynamics of attracting, absorbing and reflecting light. We are trying to inspire design linked to our new innovations, and that was the catalyst for the journey to create the cover for *Formes de Luxe*, in conjunction with our new silver maze lens launch." ●

Sun shines on skincare packaging

Brand: Cenzaa

Product: Suncare

Paperboard: Incada Silk

CENZAA IS A luxury Dutch skincare brand. It uses its packaging to meet both emotional and practical goals and has taken extra care to make its cartons shine brightly for its suncare range.

“Cenzaa integrates skin improvement and relaxation into luxurious, sensory rituals,” says Petra Sanderman, CEO & Founder of Cenzaa/Summery Cosmedical Group.

The company sells tens of thousands of products every year, through online channels and via beauty salons. To help the products stand out in a busy market, the company places a strong emphasis on packaging. “As I always say, ‘without good packaging you don’t sell’. The formula and primary and secondary packaging are therefore all equally important to us,” says Sanderman.

Cenzaa Packaging Designer Juliët Welhuis highlights some of the company’s packaging requirements: “Our brand stands for innovative skincare with a rich sensory dimension, and that’s inseparably linked to the way the packaging looks and feels. The packaging must also be user-friendly, protective and informative.”

The new suncare range products are among the brand’s most sustainable to date, featuring vegan and microplastic-free ingredients. It therefore required sustainable packaging as well, but without compromising the brand’s premium look and feel.

Cenzaa’s print company, Van de Velde Packaging, suggested that Holmen Board and Paper’s Incada Silk, with its print and finishing capabilities,



and results with cold foil printing, would be the ideal paperboard.

“It was essential to choose a technique that delivers a radiant finish without showing fingerprints easily or being prone to scratches,” says Welhuis. “We also wanted to avoid a shine that looked cheap or gimmicky. Our choice of high-quality coating, premium paper and carefully selected colour nuances all worked together to ensure this perfect balance.” ●



The new Cenzaa Advanced Suncare Collection.



The package is printed in 3 colours on top of cold foil silver and finished with a dispersion lacquer.

The products are vegan and free from microplastics.





Jewellery in a storybook box

Brand: Woodland Gift Company
Product: Story Book Gift Box
Paperboard: Incada Silk 280 gsm

ONCE UPON A TIME, The Woodland Gift Company created enchanted jewellery in a cabin in an English garden. Beautiful though the jewellery was, it was a unique gift box influenced by fairy tales and made by a local carton manufacturer.

Charlotte Appelton runs the small business, alongside her partner Dan, from a purpose-built cabin in the back garden of their home in Yorkshire.

They are passionate about magical gifts and creating things with true meaning. So, wanting to start a family and build something local, they set up the Woodland Gift Company in 2018. Initially focused on exquisite jewellery, the company today offer various products including luxury goodie boxes and magic dresses, all influenced by their love of fairy tales.

The Woodland Gift Company grew steadily after its formation in 2018. But when Charlotte Appelton came to Falconer Print & Packaging in 2023, with a prototype for new outer packaging to present her jewellery, something even more special began to take place.



Find more
inspiring
cases here:
holmen.com

Through a collaborative effort, the two companies created the Woodland Storybook Gift Box. Created from Holmen's Incada Silk paperboard, the elaborately designed outer package looks like a vintage fairy tale storybook. It opens to reveal a cutout of a woodland scene and a small glass jar containing jewellery alongside the inspiring story of the Woodland Gift Company.

"We're known for excellent quality jewellery. But a lot of places have very good jewellery. The box has brought together what's in our hearts and souls and it made it an experience for the customer. And the packaging has completely transformed our business. It's made us confident in the direction we're going in," says Charlotte Appelton.

Colin Pow, Sales and Marketing Director, at Falconer, one of the UK's leading carton manufacturers, says he knew Incada would be perfect.

"It is second to none. It's brilliant at taking ink. It's great to cut and crease. There is no better board for this sort of work. And I love the fact that Incada is made in the UK too."

Falconer is a renowned innovator in carton engineering. It is also located just 15 minutes away by car from the Woodland Gift Company and not far from Holmen's Workington mill. This local aspect as well as sustainability in general is important for both companies.

"When you're a brand and you are selling a story, it must be real. In our case, it's that connection we have with the earth. We are in a woodland cabin, we recycle everything, we don't use plastic. The packaging we have is responsibly made from trees and that's part of the story," says Charlotte Appelton. ●

Keeping it clean for pharma

Brand: Teva

Paperboard: Incada Exel

FROM ONE of its leading manufacturing sites in the UK, the multinational pharmaceutical company Teva packages millions of sterile medications each year for global use.

Established in 1901, Teva produces approximately 76 billions tablets and capsules a year at 49 manufacturing sites in 26 countries.

At its manufacturing site in Runcorn, northwest England, Teva manufactures sterile pharmaceutical products that consist of syringes and nebulas.

The Teva Runcorn products require several layers of packaging. The cartons are made from Holmen's Incada Folding Box Board.

"Because we produce sterile pharmaceuticals, medicines that are administered directly into people's systems, our packaging requirements are highly

regulated," says Leanne Carter, Packaging Development Specialist, Teva UK.

"The regulatory requirements are mainly about making sure that no nasties leak from the packaging materials into our products, such as inks. When we develop products, we need to do stability tests. We also supply legal documentation on all aspects of the packaging. This means that if we want to make any changes or updates, from the carton inwards, then we must test it

again. Therefore, it's really important for us to get it right at the design stage."

It is partly for these reasons that the Runcorn site uses Incada paperboard for all its cartons.

"We know there's no variation with Incada," says Carter. "Consistent quality and performance are always ensured. It is also important for us to use virgin materials. That way we have full traceability of where the materials come from." ●



Ganache with panache

Brand: COCO KYOTO

Product: Ganache Sand Cookie

Paperboard: Invercote G 280 gsm

FOUNDED IN 2016 in Japan's ancient capital of Kyoto, COCO KYOTO is a specialty brand dedicated to bean-to-bar and raw chocolate.

It's been recognised for excellence, winning awards at international chocolate competitions, and last year the brand introduced its Ganache Sand Cookie.

Brand manager Yuki Ito has turned the cookie into a bestseller by focusing not only on the quality of the chocolate itself, but also on the artistry of its packaging.

"When designing the packaging I wanted to incorporate a gentle, pearlescent sheen to evoke a sense of luxury. The first impression is vital for differentiation, but the content always

matters most. That's why I continually balance visual appeal with considerations of quality and cost," says Yuki Ito.

Why did you choose Invercote?

"What impressed me most was how beautifully Invercote reproduced the pearl ink we wanted to use. That was the deciding factor, and the fact that Invercote is environmentally conscious was another big reason. Discovering Invercote, with its ability to deliver stunningly vibrant colours, allowed us to bring our brand's commitment to life through packaging."

What else matters in packaging?

"Ease of use is a key element in paper packaging. If the paper is too thick and stiff, it's difficult for customers to open; if it's too thin and soft, the shape quickly collapses. The packages are delivered flat as sheets and then hand-assembled by our staff in the shop. We tested them over and over, carefully checking both the functionality and the beauty of the finished look." ●



Lady Gaga and Björk are among those who have worn her sculptural paper creations. Trailblazing *Bea Szenfeld* has brought a whole other dimension to fashion.

Fun with fashion

INSPIRE 2 – 2025 p. 12 OUR BEST WORK

→ **BEA SZENFELD'S** other-worldly fashion creations are true works of art. The Stockholm-based designer spends long hours crafting them primarily out of paper – reams and reams of it.

When did you feel that paper was your material of choice?

About 20 years ago I started experimenting with making clothes from materials other than fabrics. I liked dressing people, but I missed the humour in fashion, and I missed the joy of dressing to create new and different silhouettes. I tried different materials such as blinds, trash, food and paper and already after the first test with paper we had found each other! It's such a wonderful material, with a will of its own – fragile but at the same time so strong.

How do you like your paper?

I work with different qualities of paper depending on what I'm going to do, but I prefer to work with white paper, because then you can see the structures much more clearly. I use a maximum thickness of 300 grams. If we are going to fold a sheet many times, the paper has to be thin.

What techniques do you like?

There are a few different techniques that I always come back to such as repeating the same fold or shape 10,000 times or more. I am always looking for a new way to dress a body, a new silhouette and new structure. I use existing techniques but tend to change them, like making them bigger or smaller.

How long do the clothes last?

The paper garments can last forever but wearing them on the red carpet, in music videos, etc., can wear

them out. Everything from makeup to sweat and hairspray leaves its mark – as does the shipping. We repair many of the garments, but sometimes clothing cannot be saved and then we cut it apart and sort all the materials

! **“YOU HAVE TO BUILD THE GARMENT TOGETHER LIKE LEGO.”**

— Bea Szenfeld



from the garments for recycling.

What are the challenges when making – and wearing paper clothing?

My clothing often consists of a lot of different parts, so you have to build the garment together like Lego. When I lend out my garments it can be a challenge for others to understand how to put on all the parts. Paper is special to wear because most of the time you can't sit in the garment, just stand. You can't see your own feet, which makes it difficult to move naturally. And if you're unlucky, you wear one of my heaviest garments that can weigh up to 45 kilos. ●

Paper creations from Bea Szenfeld.



3



1 — Swedish politician Alice Bah Kuhnke wore a striking creation by Szenfeld, to the Nobel Prize banquet.

2—A portable collection of wallpaper for wallpaper company Boråstapeter.

3—The White Collection began in 2014. Everything is made of white paper, and each garment has its own theme.

Wellness trends are bigger than ever, and brands are scrambling to adapt their offerings, and packaging, to meet the growing demand.

Health



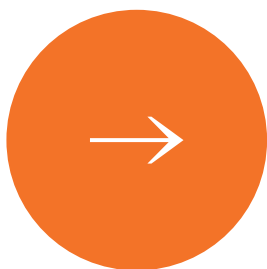


I S
T H E
N E W

Wealth

Connecting with nature could be a way to improve well-being.

In these times of stress and uncertainty, people are looking for relief. It's little wonder that the *wellness industry* continues to grow.



THE GLOBAL CONSUMER wellness market has reached USD 1.8 trillion per year according to McKinsey's "Future of Wellness" research and it has become a very high priority as indicated by the 5,000 consumers surveyed. Wellness is a top or important priority in their everyday lives say 82 per cent of American consumers, 87 per cent of consumers in China, and 73 per cent of consumers in the UK.

Wellness encompasses many areas, and touches on both physical and psychological aspects. It's an approach to products where "clean" and "natural" no longer deliver enough, according to McKinsey. Consumers want their products to contain clinically proven ingredients, and recommendations from doctors are more valued than ever among the sea of influencers offering often dubious recommendations.

"Clean and natural was beating out clinical in 2020," but the pendulum has swung says McKinsey's Anna Pione in a podcast, adding that with inflation, consumers have become more conscious of how they spend their money and products need to be effective.

McKinsey highlights women's health, healthy aging, weight management, in-person fitness, gut health, sexual health, and sleep as noteworthy growth areas.

Health-conscious generations

Wellness is on the minds of consumers of all ages these days, but the millennials are the most enthusi-

astic when it comes to participation and spending in wellness services and product offerings, with Gen Z right behind. "There may be some element of the COVID pandemic coming into play here. It made people more conscious of their health and what they can do to be proactive with health," says Pione.

"The younger generation is using the biggest proportion of their income for wellness and beauty. They spend a lot of money on wellness trips, products and food," says Anna Bjurstam, who has been in the wellness industry for 30 years. Today she is the Strategic Advisor and Wellness Pioneer for Six Senses and Raison d'Etre, a spa and wellness company, and is on the Global Wellness Summit advisory board.

"The older population, who has accumulated wealth are also spending – to prevent going into hospital," she points out. "The wellness industry is driven by consumer needs and living longer. We need to prevent diseases and stay healthy to live a good quality of life that the medical world alone is not equipped to take care of."

Bjurstam sees more interaction occurring between medicine, wellness, and spiritual well-being. "It's a more holistic approach with sleep, nutrition, and mental health merging with science and the medical field. In the past, doctors wouldn't look at wellness issues like nutrition and sleep but now every doctor accepts that how you live your life has something to do with how healthy you are. At the same time, the approach to wellness is becoming more scientific. Neither wellness nor medical alone are equipped to take care of the future so there will be a merging of these industries." →



Anna Bjurstam has been in the wellness industry for 30 years.



In the pursuit of greater longevity, elevated mental health, better sleep, and so on, there is business to be had. This is leading to all kinds of new products and solutions in wellness, from wearable devices and apps to supplements, at-home diagnostic tests, and women's health products. And it's a trend that is bringing even the well-established brands on board, says Bjurstam.

"A lot of consumer brands – whether its fashion, jewellery or

skincare – are starting to incorporate more wellness and spiritual well-being into their branding. Dior is now working with fitness and yoga retreats. And make-up stores, for example, are using in-store experiences."

Packaged for positivity

Those who care about wellness tend to care about the packaging too, Bjurstam adds, particularly the amount of packaging being used and whether or not it is sustainable. "The sustain-



"DIOR IS NOW WORKING WITH FITNESS AND YOGA RETREATS."

— Anna Bjurstam

Studio Ahremark
created a packaging
system for
Estrid – a vegan
skincare brand.



1* SOLID STEEL RAZOR
2* 5-BLADE CARTRIDGES
1* WALL HOLDER
&
IT'S VEGAN
OFC.

Hannes
Ahremark
of Studio
Ahremark



ability aspect needs to be addressed by minimising the packaging. Within wellness, the tactile and sensory are important too, with a more thoughtful experience that provides positive attention, such as an inspirational saying or a card inside the package. Study what resonates and makes us happy through packaging. That's a huge opportunity."

Tactile qualities and haptics play a significant role in how consumers perceive a brand, says Hannes Ahre-



Embossed details
with a heavy Didone
font set in rich black
to highlight the copy.

mark of Studio Ahremark. "The materials, texture, mass and weight of a designed object can influence whether we view the brand as ethical, cheap, expensive or authentic. Packaging for wellness products must feel authentic," says the designer and art director, who leads a multi-disciplinary team of designers and has worked with various brands around the world.

"The wellness industry is centred on promoting personal well-being; however, when packaging solutions come across as overly synthetic or environmentally harmful, it makes consumers question, 'How can this be good for me?' Using eco-friendly packaging materials can enhance consumers' perception of the product's health benefits. And from a design perspective, you have to be very mindful of the way you present things. When in doubt, don't make it too complex. Don't scream, whisper instead."

Back up claims

When marketing to a health-conscious demographic it's important to offer "credibility, virtuousness and safety," he adds. "Moreover, these consumers are often well-informed, proactive, health-conscious and consequently, somewhat sceptical. Therefore, brands must be transparent and clear in their messaging, a given for any product, but especially vital in the wellness space. Brands should also have proof readily available to back their claims."

A brand must clarify that its skincare addresses certain aspects related to better skincare, rather than simply stating that it is "the best skincare product," he explains. "These [wellness] consumers are careful with what they eat or put on their face."

Studio Ahremark created a packaging system for the vegan skincare brand, Estrid. The dusty rose packaging with subtle embossed details has a heavy Didone font (GT Super) set in rich black to highlight the copy.

"The layout is anchored in a structured system with a precise grid and carefully constrained type scale variations, ensuring everything is orderly and intentional," says Ahremark. "It was focused mainly on Gen Z consumers with honest, raw and intimate branding, and it had to have a low impact on the environment and cater to people who care about that. We wanted to be fun and engaging, with a shameless edginess." This he adds was in sharp contrast to the established skincare brands with a very polished and traditional approach. →



Packaging for a medical-grade face mask with clear information.

When designing the brand identity and packaging for Nano2 medical-grade face masks, Ahremark says it was important to concentrate on the factual and include plenty of information on the packaging.

“There are many factors to consider when designing packaging that might become a certified medical product. Nano2 didn’t initially have those

requirements, but we wanted to lay the foundation to ensure it looked the part for the eventuality. It had to be a bit simpler in its layout, with a focus on legibility to ensure that all information was accessible. The backside had a lot of scientific information which had to be neatly structured. Ultimately, the packaging must convey trustworthiness.”

A good rule of thumb is that simplicity and clarity go a long way, he adds. “Designs with excessive visual complexity are often perceived as less healthy by health-conscious consumers.”

Paper, paper, paper

Ahremark and his teams take a lot of time considering paper choices to get the right feel. “As a designer, I love paper. It’s not fleeting. In our increasingly digital lives, I believe we crave tactile experiences. When something feels real, it connects with us on a deeper level. Physical objects have a way of anchoring us in time and place.”

Ron Thompson is another designer and creative director who believes in the value of using paper. “We love any project that has a tangible component to it. It feels more lasting and grounded whereas all digital is ephemeral. It’s comforting in some ways. It slows you down which is good – and slows the way you consume information.”

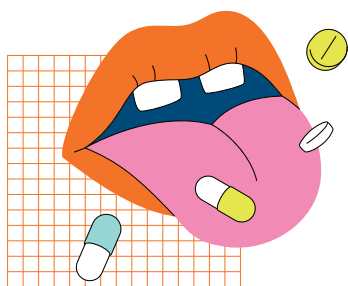
After working at Saatchi & Saatchi, Thompson and his partner, Matt Titone, founded Italic in 2012, a US-based design studio. The company has worked with all kinds of industries and brands from Reebok and Toyota to Patagonia and the Headspace meditation app.

“In the health and wellness market, brands have to be authentic in everything from the product itself, which has to be good for you and not artificial, and that has to be echoed with the packaging,” Thompson says.

He is currently working on packaging for functional popsicles. “The popsicles might have all natural organic honey with extracts that →

→
Facts:

Stats to chew on



USD **1.8** trillion

Estimated value of the global consumer wellness market.

87 %

Wellness is rated as a top priority in China.

70 %

UK and US consumers that started purchasing more in the healthy aging and longevity category.

[Source: McKinsey Future of Wellness]

Photos Italic Studio



INSPIRE 2—2026 p. 21 WELLNESS

Ron Thompson and his partner founded a US-based design studio in 2012.

calm you or ingredients that aid colds or allergies,” he explains.

For the new packaging, the company is going all out with kid-friendly playful colours, which he says is a departure from the more traditional, stereotypical “butterflies and a rainbow” functional packaging. “With the new packaging we want to cater to kids and make it bright and loud, fun and playful – and good for you too.”

Transparency is key in the wellness area he says, highlighting the packaging done by another agency for RXBAR protein bars as an example. “Their packaging is minimal, but the ingredients are set in large type on the front of the packaging compared to what is normally used. They are embracing what goes into the product.”

When Italic developed a full brand identity and packaging system for JB Skrub, transparency was a criteria. The line of all-natural grooming products for pre-teen boys was launched by two moms whose reputations were also on the line – “Modern Family” actress Julie Bowen and former Los Angeles Director of Style & Luxury at Condé Nast, Jill Biren.

“The overall common thread was transparency,” says Thompson, who used FSC-certified paper and soy-based inks on the packaging. “It was important to be forthcoming and not hide any ingredients. Not every ingredient or material in the packaging has to be perfect, so long as you make an effort to be transparent. Especially in this market it’s important to be honest and open with the consumers.” ●



**“NOT EVERY
INGREDIENT OR
MATERIAL IN THE
PACKAGING HAS
TO BE PERFECT.”**

— Ron Thompson



Transparency was crucial when a brand identity and packaging system were developed for JB Skrub.

Healing through books

Reading and discussing how we respond to a book can help individuals cope with emotional challenges. Welcome to bibliotherapy.



Get the right feel for your healing book:



used by several professions. Psychologists, clergy, social workers, and of course librarians, all include books in their efforts to help people deal with their difficult situation. Bibliotherapy can be used when coping with grief, substance abuse, relationship difficulties, and unemployment, for example.

Looking into a mirror

“Reading a story together can help us address issues that might otherwise be difficult to talk about,” says Nina Ström, a Swedish librarian and practitioner of bibliotherapy. “We are less vulnerable when we witness someone else’s story unfold. Yet at the same time, what happens in the story or poem can act as a mirror, reflecting our own state of mind or situation. Or it can offer a different perspective to our own situation.”

Ström recalls one woman who burst out laughing when she read Goethe’s classic tragedy, *The Sorrows of Young Werther*. “It helped her recognise that she was trapped in feeling sorry for herself.”

Ström uses her bibliotherapy expertise in her work as a librarian. She can gather a group of people who read stories or poems together. But even though it sounds like a book circle or reading group, there is an important difference: “The therapy begins right where a literary conversation ends. In a book circle you discuss the work, what the author intended, how the story evolves and so on. In a bibliotherapy session the focus shifts to the reader’s internal response to the reading,” says Ström.

Bibliotherapy requires very active



It is generally acknowledged that reading offers an escape from the world and can teach us new and exciting things. As the French philosopher Montesquieu said: “I’ve never known any trouble that an hour’s reading didn’t assuage.”

But around the time of the First World War, an important discovery was made in British and American hospitals: Books can also support healing and emotional recovery. This gave birth to bibliotherapy.

Today this method of treatment is



“READING A STORY TOGETHER CAN HELP US ADDRESS ISSUES.”

— Nina Ström

listening. Scenes and events in a book often trigger personal recollections. And these recollections can carry important clues. Suddenly a personal memory is shared – perhaps of a birthday that was unhappy or forgotten. A poem or a line from a play become important keys to learning more about a person struggling with great challenges.

Books that strike a chord

Can any book play a role in bibliotherapy? According to Ström, there are different schools of thought here. One argues that only literary classics should be used – ones that explore enduring human experiences across the centuries.

Ström often uses classics but is also aware of a need for escapism in bibliotherapy, and that can involve other books. She has also had a lot of success with poetry, as have others that work with bibliotherapy.

For many Swedish practitioners, poet Tomas Tranströmer is a popular choice, as is the Finnish poet Edith Södergran.

Shared reading

Although many people read and enjoy books, a growing number opt for other media choices or find it difficult to read. Does this pose a challenge to the usefulness of bibliotherapy?

Ström thinks not. She points to a version of bibliotherapy born in Liverpool, UK: shared reading. It grew out of programmes to help the unemployed and the homeless, and deals specifically with those who are unaccustomed to reading or struggle with it.

“And in a general sense,” she says, “talking about books that you can relate to and that are relevant to your life will always be a strong argument for reading in itself.”

Bibliotherapy continues to evolve and thrive, especially in countries like the UK and the USA. And it has long played a role in Finland, perhaps due to its turbulent history – both a civil war and invasion in the Second World War, followed by a tense Cold War experience. It was also in Finland that Nina Ström first came across the idea of reading as a healing experience.

“I was 22 years old and studying literature. A young poet in my class told me that what we did, literature, could save lives. He introduced me to stories of soldiers, numbed by the trauma of war, who began to awaken when hospital librarians read to them.” ●





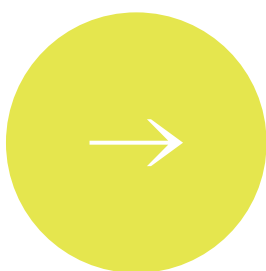
Rachel Branson, founder of the magazine Wellbeing.

Through *Wellbeing magazine*, Rachel Branson inspires people on their wellness journeys. She also offers readers a relaxing reading experience.

Read all about it:

WELLNESS in a LUXURY MAGAZINE





FOR NEARLY 20 YEARS, Rachel Branson has been on a mission to make information about different health-care and wellness treatments freely available. It is a mission that began when she retrained in nutrition after a long career in business-to-business publishing.

“After doing some marketing work to promote alternative therapies, at the college where I studied nutrition, I decided to combine my publishing background and new interest in health and wellness and launch *Wellbeing magazine*,” she says.



“PEOPLE SAY THEY LOVE THE PAPER, THE FEEL OF IT.”

— Rachel Branson



Slightly unusual

In *Wellbeing* magazine, Rachel Branson uncovers things that are slightly unusual and discovers unconventional methods.

"I tell stories about personal wellbeing journeys that inspire others, and brands that produce products ethically. It might be someone who has had a health condition and been on their own journey, or a mother who developed a product to help her daughter's eczema. I have written about things like the benefits of sleeping on bee beds and using tuning forks for massages. For me, wellbeing is not just one thing. It's a combination of body, mind, home and the work environment. The magazine encompasses all these areas."



Initially, the magazine was distributed locally in Tunbridge Wells, the town 30 miles southeast of London where Rachel is based. "I put it through letterboxes and doctor's and therapist's surgeries," she says. "The whole concept was about uncovering things that are slightly unusual and that the mainstream press wouldn't cover. And to make that information freely available. I wanted to start people on their wellbeing journey, to spark that curiosity. And I've been on this journey myself now for 19 years."

At the time of its launch, the

magazine was funded through local advertising. "It was quite small amounts because it came from small therapists," says Rachel. "Wellness was not talked about much then and the magazine was met with a lot of resistance."

Rachel then developed the magazine as a series of local franchises around the UK. Several challenges however, including a recession, meant that the print versions stopped and in 2019 it became a digital magazine only. "But that allowed me to grow my audience worldwide," Rachel adds. "I

was focused on putting more content on the website, and through SEO friendly articles the organic traffic grew and my audience became much bigger. At the same time, the wellness concept was of course becoming more globally accepted."

Wellness boom

Interest in wellness has grown, Rachel believes, partly due to social media. "People used to go to their doctor, get a prescription and that was that. Now, thanks to social media, people are asking more questions and





Something simple

Rachel Branson says wellness is really very simple.

"I think it's been over-complicated with all the stuff that people try to sell. We all know what it is. We need to be out in nature, we need to be eating a good diet, we need to laugh, we need to have community, we need to clear our minds and be happier people. We know all of this. And it is actually simple."

understanding their own bodies more. They're not quite so trusting and are taking more responsibility for their own health."

This growing interest has led to wellness becoming a big business area. "There's a lot of money in wellness," says Rachel. "So nowadays people are launching books, running events, and creating more and more therapies and products."

A return to print

After having been an online only publication for a few years, in 2024 Rachel launched a luxurious print version of *Wellbeing* to complement the website. "People were saying they missed print," she says. "People liked the idea of moving away from the digital noise and being able to sit down and consume something that had been created and crafted."

Using a subscription based, print-

on-demand model, with no advertising at all, the print version of *Wellbeing magazine* has become a premium product. "Print-on-demand means no waste, which resonates with me," says Rachel. "It's more expensive to print that way, but producing something with beautiful photography, beautiful illustrations and which is printed on beautiful paper, turns it into a high value item that people seem willing to purchase, despite all the articles still being free on the website."

Rachel currently prints 1,500 copies of every issue of the magazine. But the feedback has been so positive that she aims to significantly increase this number. "People say they love the paper, the feel of it. So it's that tactile thing that I think people have been missing. It's an invitation for people to sit down with a cup of coffee and relax with that lovely feel of beautiful paper. It's an immersive experience." ●

Wellbeing magazine

→ Initially launched in 2006 as a local magazine funded by local advertising.

→ Developed as a franchise, with franchisees around the UK running local versions.

→ In 2024, on its 18th anniversary, a luxurious ad-free print version was launched to complement the website.

→ 1,500 copies printed.

Millennials, about to become middle aged, have money to spend. Lets discover some key trends that can help brands attract millennials through their packaging.

HOW-TO:

Reach millennials through packaging



Millennials, also known as Generation Y, were born between the early 1980s and late 1990s. And there are a lot of them. They should therefore be a marketing priority for most brands.

But millennials are very individualistic. While their baby boomer parents were called the “me generation,” millennials have been called the “me me generation.” They want it all. And, fuelled by the expansion of options enabled by the internet, they want it all their way. How do you appeal to so many personal needs and desires? Fortunately, there are some key trends when it comes to engaging millennials, and packaging can play a key role.

A sense of identity

Packaging can appeal to the sense of self-identity, linked to personal values, that is a decisive driver of the millennial mind. For millennials, identification with a brand’s values can be more important than price. Packaging designs should therefore communicate the idea of a value or vision shared between the buyer and the brand. The choice of packaging material can play a key role. →

Standing out

Millennials are impulsive shoppers. And while they are e-commerce savvy, they remember life before the Internet and still enjoy buying products in shops. So while a minimal packaging design may appeal to an environmentally conscious consumer, it still needs to stand out from the very crowded shop shelf.

Well-educated

A well-educated generation, millennials are no fools and won't be treated as such. Curious by nature, they are interested in where their products come from and in ethical issues. Brands can appeal to millennials therefore by using packaging to communicate authenticity, integrity and transparency.

Personal approach

Millennials respond to stories. Tell your unique brand story through your packaging design. You could combine this with millennials' love of technology and use cutting-edge smart packaging to personalise consumer experiences. Smart packaging can also compliment an omnichannel marketing approach, which is vital for a generation that works and plays across physical and digital platforms.



! **USE PACKAGING
TO COMMUNICATE
AUTHENTICITY,
INTEGRITY AND
TRANSPARENCY.**



Read more about
sustainability:
[iggesund.com/
sustainability/
why-paperboard](https://iggesund.com/sustainability/why-paperboard)

The magnificent seven millennial packaging tips



1

Choose a packaging material that will appeal to the target group values. Many millennials value sustainability, social responsibility, inclusion, and diversity.

2

They will also like packaging material that is ethically and responsibly sourced.

3

Make sure your packaging stands out. Millennials identify with designs that are unique, bold and energetic.

4

The target group is quality conscious. These are **busy people**, so ensure ease of use, functionality and durability.

5

Appeal to millennials' concern for the environment by **reducing the size** of your packaging and creating packaging that can be reused and repurposed.



6

The first internet generation, millennials want information. Communicate your brand story and the integrity of your materials and supply chain on your packaging.

7

They love technology and are individualist. Use smart packaging to create cutting edge personal consumer experiences.

Facts:
Millennials
will drive
change

35%

the largest share of the US workforce

90%

will switch brands to support a particular cause.

87%

would purchase a product with a social or environmental benefit.

63%

are willing to pay more to purchase environmentally sustainable products.

23%

of the global population or 1.8 billion around the world are millennials.

4 trillion dollars

is the expected collective annual income of millennials by 2030.



It's a wrap!

INSPIRE 2 – 2025 p. 34 IT'S A WRAP!

Edgy book designs

Embellishing books more is a growing trend in the book publishing industry. It's a way to differentiate printed books from audio books and digital books.

At Holmen Board and Paper's latest Book Event, Arjen Jansen, Production Director at HarperCollinsPublishers LTD, described the impetus behind the trend:

"We want to make a beautiful product, a real physical product that people want to have and to hold in their hands. As a part of this we have started to print the edges of our books – with beautiful images or patterns at the fore-edge, s at the top, and at the bottom of the book. That's a big trend, to make the physically attractive product even more attractive." ●



PRINTING METHOD
Four-colour printing Hybrid Print Technology

COVER
Incada Silk 220 g/m², 330 µm, 13.0 pt

PAPER
Holmen TRND 80 g/m²

HOLMEN