

# ThimmColor® digital - Top Story



SEITENBUNT is the new kid on the block for inventive gift ideas for children. For creative children's imaginations and in conjunction with educationalists, the start-up has developed the first design and colouring book as a holistic handicraft book set for creating individual designs.

The outcome of the joint packaging development is the sustainable and digitally-printed product packaging which combines child-friendly handling, first-class design with a clean product presentation.



**SEITENBUNT**

Gloria Hiltmair, company founder

"In THIMM we have found a partner who is a perfect fit for us and who has guided us as a start-up company towards a perfect child-friendly packaging solution with a range of additional solutions specifically customised to our needs. It was not only the desired sustainability, but also the fact that THIMM made it easy to roll out the current expansion of the product range because they are always presenting us with customised solutions and innovative, loving ideas."

Gloria Hiltmair, company founder



## CUSTOMER BENEFITS

### Digital printing offers first-class printing results and total flexibility

- » High-quality print images for a high-impact brand presentation
- » More promotion through the flexibility of different designs
- » Ideal for changing or seasonal campaigns
- » Cost-effective even for limited print runs

### Innovative product packaging with specific design features

- » First-class product protection and consumer-friendly handling
- » Grab holes make it easy to supply and remove the product
- » Orderly and clean arrangement of the handicraft utensils in the product packaging
- » Second use of the packaging: The packaging reinforces the bag look with the threaded cords



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