



**Studio William Cutlery**  
New packaging launch



STUDIO**WILLIAM**  
CUTLERY

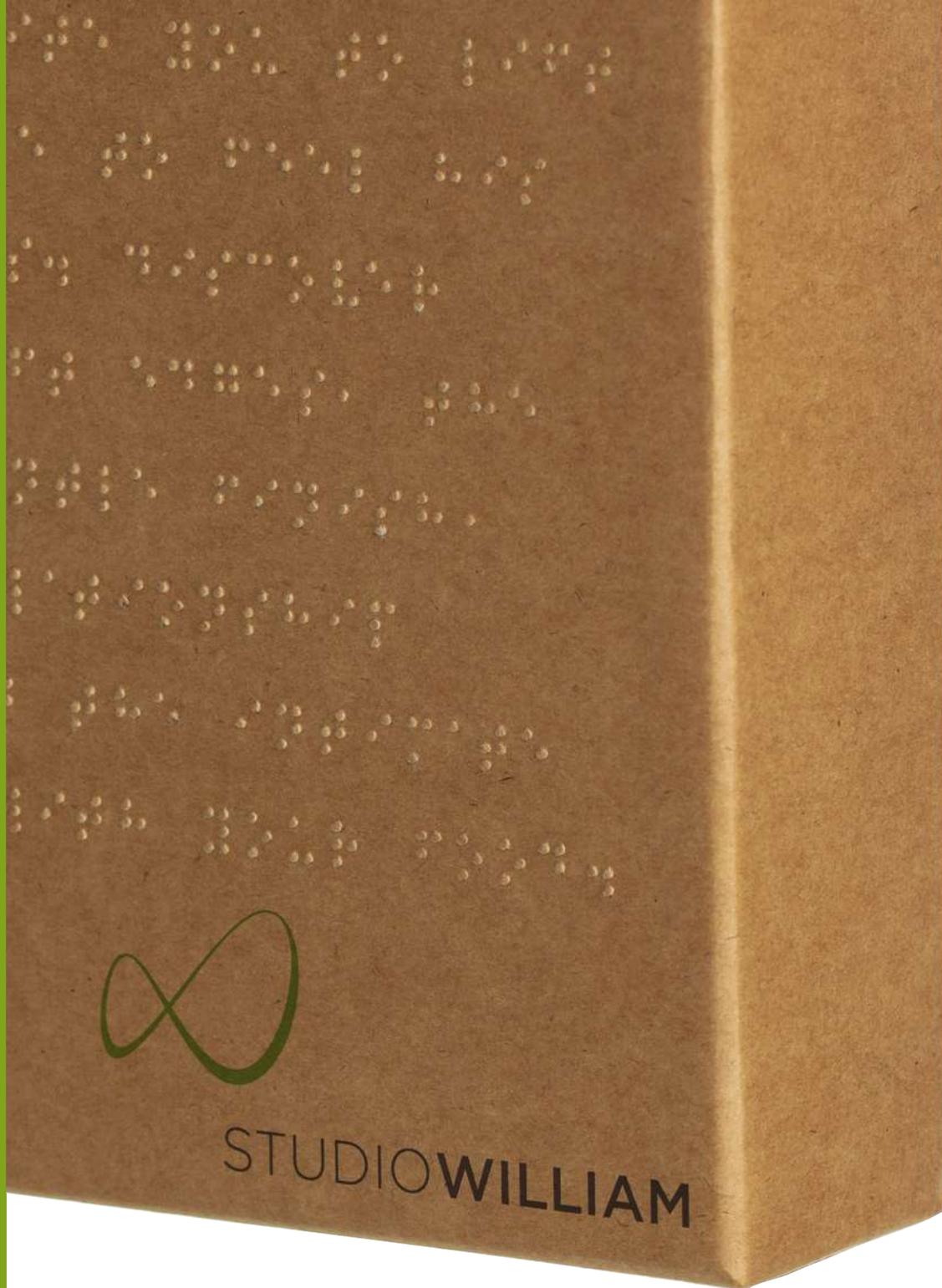
## The concept

We are super excited to share our “next generation” Studio William packaging.

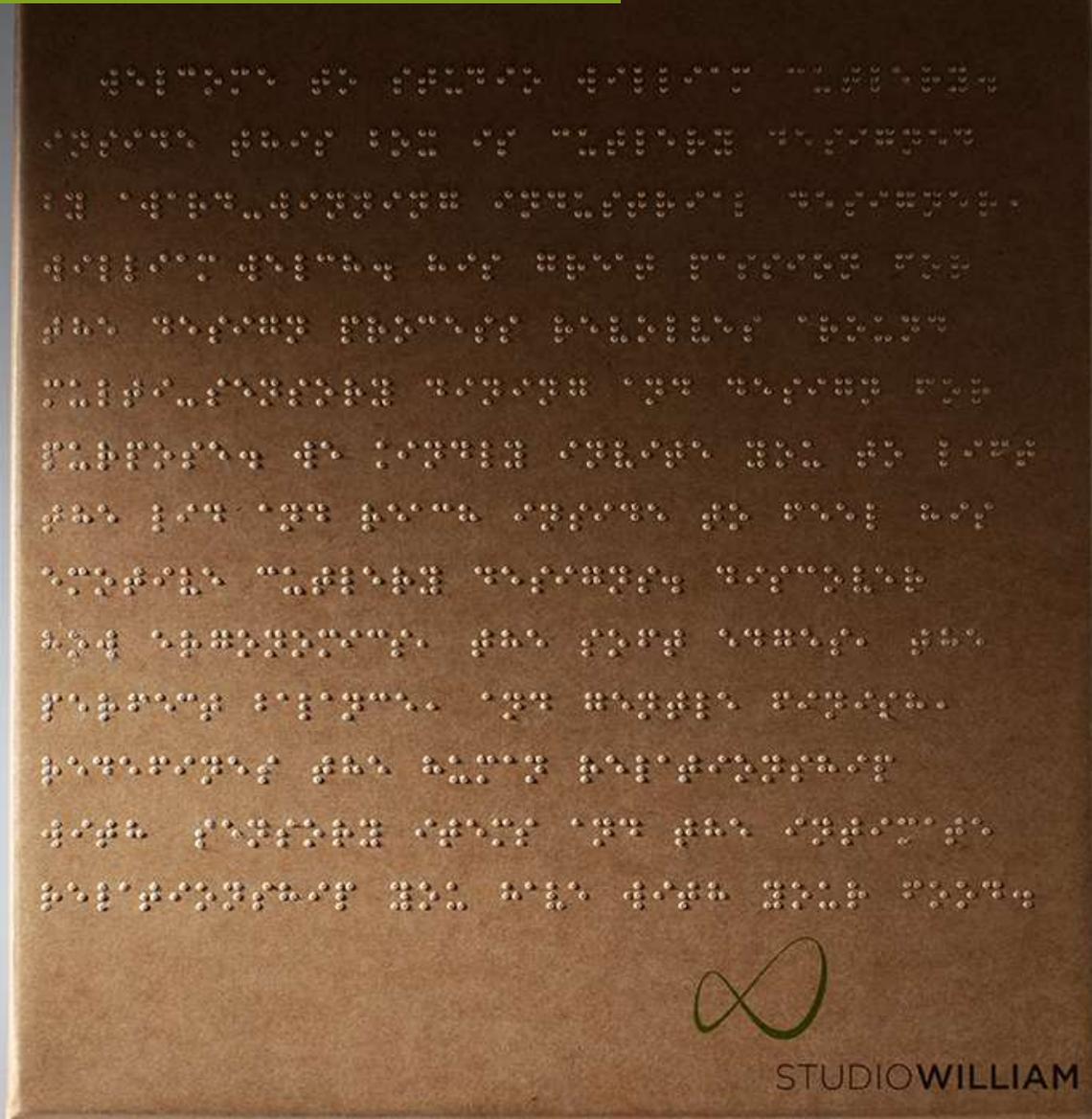
In the new packaging design, we wanted to incorporate an inclusive sensory experience for both visually impaired and people with good vision.

Secondly, to create a cutlery industry first: 100% compostable packaging, using natural materials, water-based printing inks and water-based glues.

The concept created by William, is a braille embossed brown cardboard box lid, inviting user interaction, to read the braille explanation of the box contents, or simply see the braille as minimal graphic art, both highlighting how considered design can create a rewarding human experience.



# Sensory braille



## BRAILLE TRANSLATION

Welcome to Studio William cutlery. Inside this box is cutlery designed by award-winning industrial designer, William Welch. His great passion for the design process revolves around multi-sensory dining and design for purpose. We kindly invite you to lift the lid and reach inside to feel his emotive cutlery designs. Discover how ergonomics, the soft edges, the perfect balance, and gentle finish, redefines the human relationship with sensory items and the intimate relationship you have with your food.

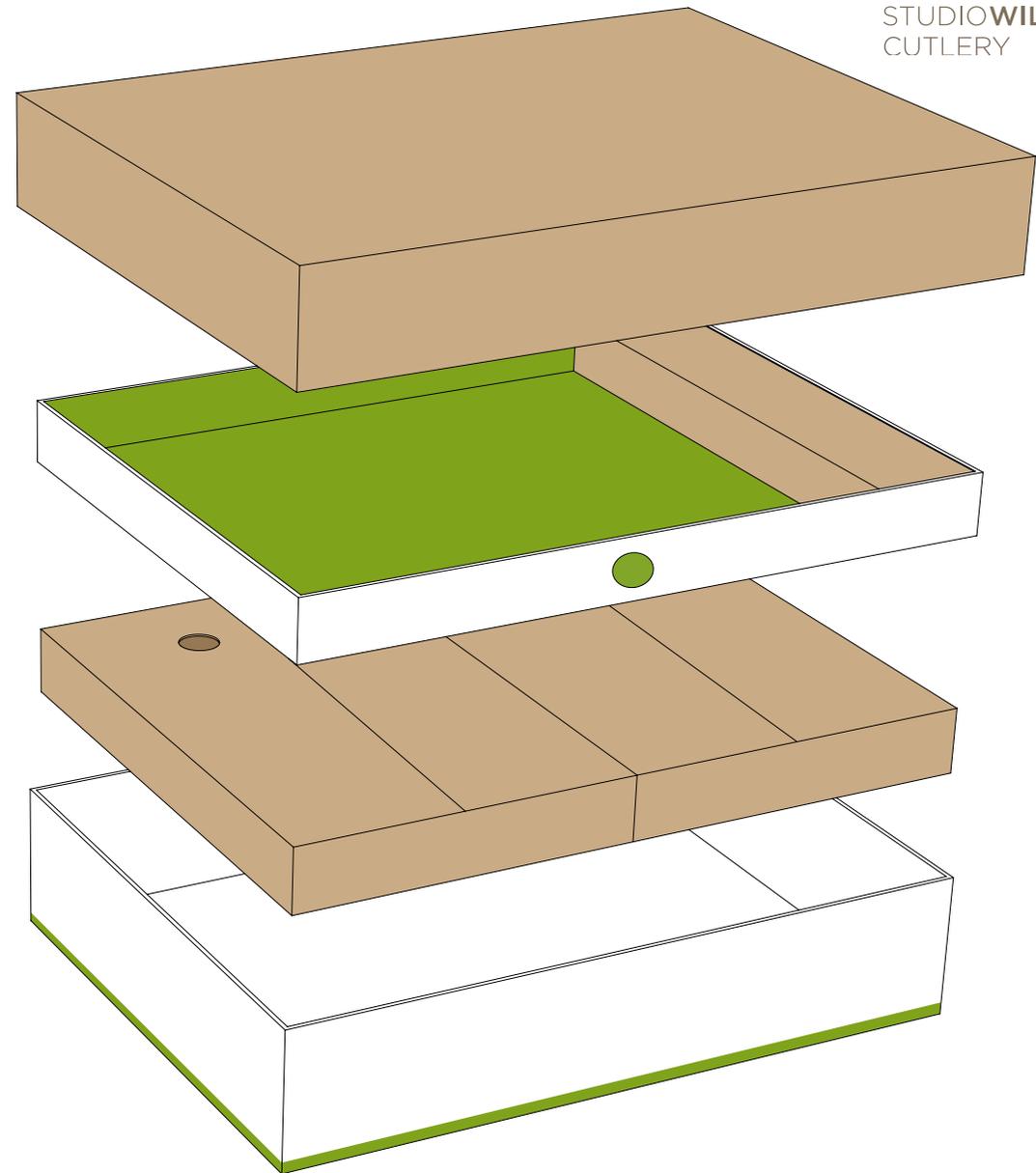


## 100% COMPOSTABLE PACKAGING

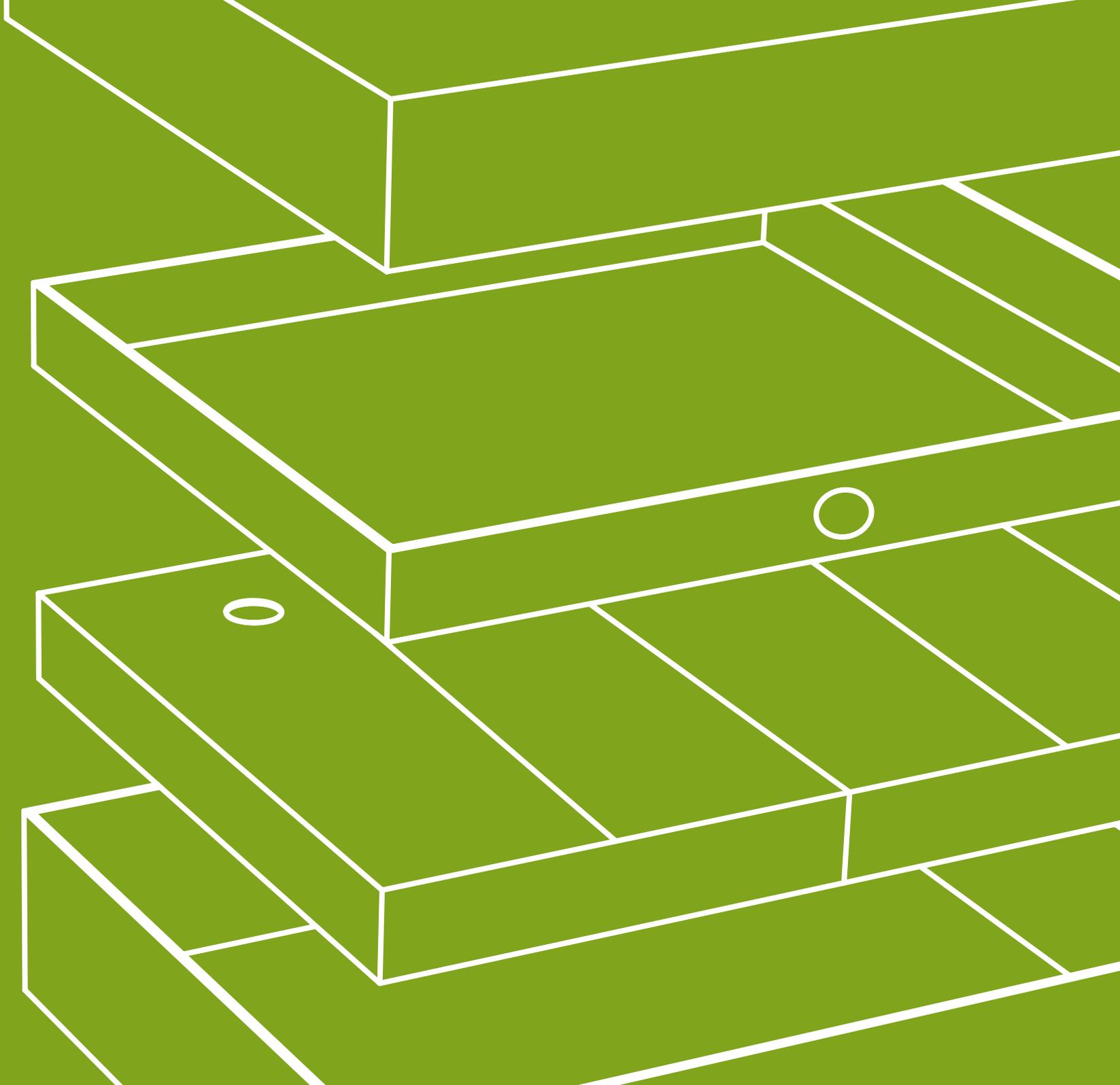
All elements in this packaging are designed to be compostable. We have used natural materials, water-based printing inks and water-based glues. This allows the composting microorganisms to break-down the materials within the soil. Composting can take between three months and one year depending on soil type and ambient conditions.



STUDIOWILLIAM  
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# Point of Sale Packaging



# Medium & Large Giftboxes



The boxes in their closed state, invites customers to explore something unusual inside.

For an interactive retail point of sale display, the lid can be removed and placed standing-up behind the lower display box. This displays the cutlery, and sales marketing text about the design and the brand on the inside of the lid.

# Giftbox opened as Point of sale



STUDIOWILLIAM®



Studio William was established in 2005, and supplies cutlery to consumers, hotels and restaurants worldwide. Our designs can be found in museums around the world.

As part of the human sensory experience, the text below is a translation of the braille from the front lid.

“Welcome to Studio William cutlery. Inside this box is cutlery designed by award-winning industrial designer, William Welch. His great passion for the design process revolves around multi-sensory dining and design for purpose. We kindly invite you to lift the lid and reach inside to feel his emotive cutlery designs. Discover how ergonomics, the soft edges, the perfect balance, and gentle finish, redefines the human relationship with sensory items and the intimate relationship you have with your food.”

We are excited to share this packaging is **100% compostable**.

Additional pieces can be purchased from our website.

[www.studiowilliam.com](http://www.studiowilliam.com)

Dishwasher safe. 25 Year Warranty.



For additional pieces and replacements please visit your local Studio William retail partner, or visit [studiowilliam.com](http://studiowilliam.com)  
For advice on caring for your cutlery please visit [studiowilliam.com/services/#care-of-cutlery](http://studiowilliam.com/services/#care-of-cutlery)

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A small brown label is applied on the tray to show the Cutlery Range Name.

# Build your own set

The new Studio William packaging is flexible to contents.

The different sizes allow you to create bespoke set sizes to suit your customer base.

We have standard set sizes: 16pc, 24pc, 42pc, 56pc, 84pc sets using the Medium & Large Giftboxes.

Using the small place setting box, individual extra pieces can be added to to build further configuration.



# E-commerce Outer Shipping Cartons

For e-commerce customers, the large giftboxes are shipped in an environmentally friendly outer carton, with additional pieces packed within small giftboxes packed at the side.





100% COMPOSTABLE  
PACKAGING

studiowilliam.com

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