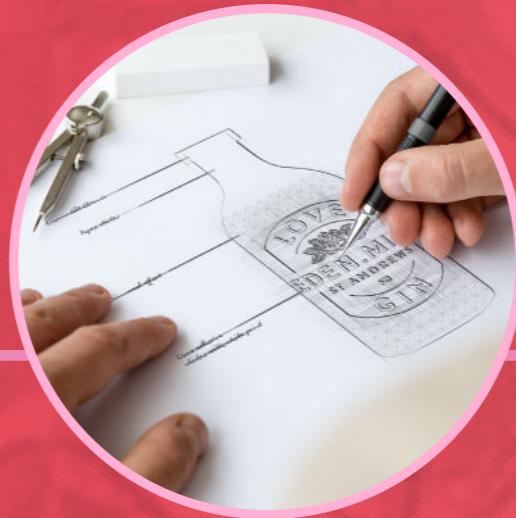


# EDEN.MILL



## 1. COLLABORATION

Croxsons collaborated with Eden Mill to ensure the gin's USP was maximised – its distinct colour.

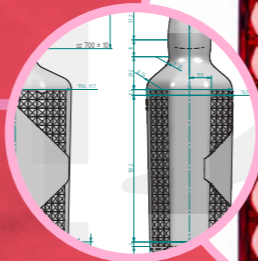


## 2. DESIGN

Our in-house design team conducted market research to create a bottle design that was distinct from the competition and still recognisable as Eden Mill.

## 4. CONTAINER

Taking design cues from Eden Mill's glass whiskey bottle, the team used state-of-the-art renders to show the new gin bottle's conceptualisation.



## 3. CLOSURE

As with any bespoke bottle, it was important to find the perfect closure. We used a bespoke debossed GPI closure that complemented the design.



## 5. DECORATION

The decoration of any bottle is key. The team at Croxsons designed the decoration to not only stand apart from other bottles, but also be recognisable as Eden Mill.

Using screen printing achieved a premium finish while printing at speed. Precise engineering during this process ensured that the label panels fit perfectly flush with the exterior of the dimples.



## 6. LOGISTICS

For the logistics, Croxsons matched the glass production of the Eden Mill bottles to the decoration and closure production. We also managed the deliveries to tight schedules and matched Eden Mill's SKUs.

