

## Highcon News – End of 2015

December 15, 2015

It's been a busy year for all of us, and as we wind down towards the holiday season and year end, here are a few of the highlights from the past few weeks.



The stunning Lipstick Pop-Up Box above was one of the most talked about items at LuxePack in Monaco, at the Maison Lack (DLW) booth. Created by renowned artist Peter Dahmen, and digitally cut and creased on a Highcon Euclid, the package creates a “wow” effect with the lipstick rising as the box is opened.



[Click here](#) to see it in action

One of a series designed by Dahmen that also includes a jewelry box, the packages drew serious interest from major cosmetics and luxury brands. Maison Lack

## Shorter Runs, Faster to Shelf - Free Webinar

Late in November, Highcon hosted a global webinar in which we identified the market forces that are driving the packaging industry towards a more digital future, and showed how technology in digital finishing is helping brand owners meet these trends. The free webinar is still available on demand by registering [here](#).



## Live Demo Broadcast

At around the same time, Highcon broadcast a live demo from our customer, Pringraf at Campchiaro, Italy, to prospects in Milan, Utrecht and Frankfurt. To view the live demo, check it out on our YouTube channel at <https://youtu.be/8tNE1MxRAYI>



As well as the machine demo, you can listen to Giuseppe Prioriello, Founder of Pringraf talking about his experience using the Highcon Euclid.

## Season's Greetings!

Finally, we'd like to wish all of our friends around the world a peaceful and happy holiday season, and a wonderful close to 2015. Stay tuned for more exciting news in early 2016 as the industry gears up for Drupa in May...

Best regards,

Jens-Henrik Osmundsen

VP Sales, EMEA & Asia