

MediaPack

The international business magazine for media packaging

EDITOR

Larry Jaffee
+1 917 291 2488
mediapackny@gmail.com

EDITOR IN CHIEF

Paddy Baker
+44 20 7921 8376
pabaker@cmpi.biz

US CONTRIBUTING EDITOR

Tom O'Reilly
oemtom@aol.com

EDITORIAL DESIGN

Dawn Boulwood
+44 20 7921 8321
dboulwood@cmpi.biz

GROUP ADVERTISEMENT MANAGER

Lucy Wykes
+44 20 7921 8347
lwykes@cmpi.biz

PRODUCTION MANAGER

Desrae Procos
+44 20 7921 8322
dprocos@cmpi.biz

ADVERTISEMENT PRODUCTION

Mark Saunders
+44 20 7921 8386
msaunders@cmpi.biz

CIRCULATION DEVELOPMENT

David Pagendam
+44 20 7921 8320
dpagendam@cmpi.biz

PUBLISHER

Joe Hosken
+44 20 7921 8336

CONTACT US

MediaPack Magazine
CMP Information Ltd
Ludgate House
245 Blackfriars Road
London SE1 9UR, UK
Tel: +44 1732 364422
Fax: +44 20 7921 8302
www.mediapack-online.com

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopying, recording or any information storage or retrieval system without the express prior written consent of the publisher. The contents of MediaPack Magazine are subject to reproduction in information storage and retrieval systems. Circulation and Subscription enquiries: United Business Media International Ltd, Tower House, Lathkill Street, Market Harborough, Leics LE16 9EF Tel: +44 1858 435361 Fax: +44 1858 434958. MediaPack Magazine is available on subscription. Subscription queries: Tel: +44 20 7921 8401. United Business Media International Limited may pass suitable reader addresses to other relevant suppliers. If you do not wish to receive sales information from other companies please write to the circulation department. Printed by Headley Brothers, The Invicta Press, Queens Road, Ashford, Kent TN24 8HH, UK. © CMP Information Ltd 2006



COVER STORY

Drawing on decades of experience from a seasoned executive team, Multi Packaging Solutions in a year has become a player to be reckoned with, quickly producing memorable packages for music, movies and videogames for major content owners 16

INDUSTRY NEWS

Packaging sector propels Media-Tech US trade show 4
Pozzoli loses patent case round in UK, plans appeal 6
Super Jewel Box plans big boost in capacity in 2007 6
KPG Medialog set for expansion with new facility in November 8

REGULARS

New releases: *Reservoir Dogs* in a can; No-frills jazz to go 12
Statistics: The latest facts and figures to help you make business decisions 14
Creative projects: US design team Smay Vision on staying relevant and irreverent in music packaging 24
Comment: Hacktone's David Gorman on retro inspiration 38

COMPANY PROFILE

A decade later, Dering's CShell finds packaging niche 20

TECHNOLOGY AND MATERIALS

Twenty years and billions of units after it launched, the Digipak has become the standard alternative package 25

BUSINESS AND COMMERCE

2006 holiday boxed sets with all the trimmings 28

Packaging is way to deliver 'value-added'

EMI Music chairman and chief executive Alain Levy recently told a London Business School audience that the CD is "dead" and insisted that music companies will no longer be able to sell CDs without offering "value-added" material (ie, packaging).

"The CD, as it is right now, is dead," said Levy, adding that 60% of consumers put CDs into home computers in order to transfer material to digital music players.

"You're not going to offer your mother-in-law iTunes downloads for Christmas," he said. "But we have to be much more innovative in the way we sell physical content."

Record companies will need to make CDs more attractive to the consumer, Levy said. "By the beginning of next year, none of our content will come without any additional material," he added.

As far as the *MediaPack* readership is concerned, Levy's announcement is music to our collective ears, but he's preaching to the converted. Now it's time for the creative types to do what they do best: come up with eye-catching designs that sell themselves.

This issue of *MediaPack* contains many such packages, but especially the Wynalda Litho-procured gasoline can for Lionsgate's new special-edition, 15th anniversary, re-release of *Reservoir Dogs* (see page 12). The movie has been available on DVD several times before, including the memorable 10th anniversary edition, in which each of the main characters received his own limited edition cover. But the metal gas can's novelty, and match-book motif on the inside, easily trumps it, no doubt racing the pulses of the Quentin Tarantino faithful.

It reminds me of a quip made by independent film director John Waters at a Video Software Dealers Association convention, circa 1999. At the time, no one was sure that DVD would stick as *the* home video format, and a good percentage of Waters's cult fan base most likely already owned his catalog on VHS. "Anything that gets people to buy again what they already own – I'm in favour of that," chimed in Waters.

Thanks to all who have wished me well being back in the editor's seat, and I am honoured to follow in Sharon Lock's footsteps in editing such an essential read for the media packaging marketplace.

Larry Jaffee, Editor

