



# BRANDING THAT POPS

SILKEN PREMIUM  
PACKAGING

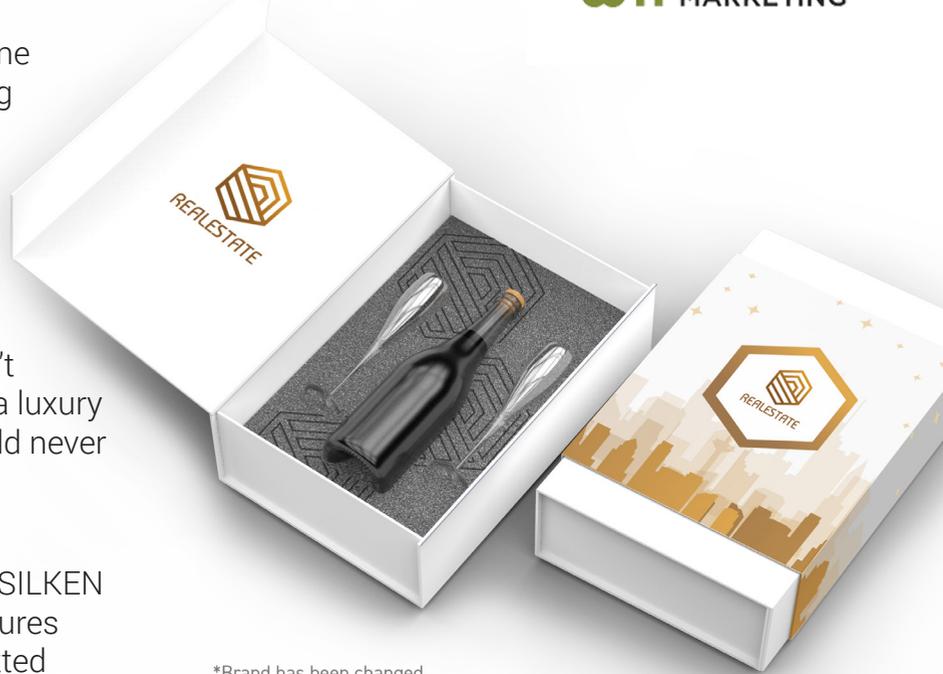


**wm** WEBBMASON  
MARKETING

Popping a cork on a bottle of champagne means just one thing: there's something big to celebrate. When distributor WebbMason Marketing's client, a company in the commercial real estate market, wanted to recognize and celebrate their relationship with top customers in May 2022, simply sending a bottle of champagne wouldn't do. Instead, they went all the way with a luxury gift that the 1,000 lucky recipients would never forget.

The bubbly surprise started with white SILKEN premium gift boxes with magnetic closures from PowerStick.com. Each box was fitted inside with precision-cut foam that held two fluted champagne glasses nestled on either side of a 750ml bottle of Dom Pérignon. A full-color branded bellyband was slipped over the box. Because the boxes were being trucked to various cities for pick up and hand-delivery by the company's sales reps, each SILKEN box was inserted into a clear, plastic bag fitted with foam core and the bag was slipped inside a corrugated box for extra protection.

The weight of the champagne bottle required PowerStick to take extra precautions to ensure the bottle didn't shift around in the foam and cause the glasses to break. The solution was to use a denser foam with glued layers so they stayed compact and better protected the glasses during transit.



\*Brand has been changed  
to protect the client

**“We got such positive feedback. It turned out even better than we expected!”** says Marie Zielinski, senior account specialist at WebbMason Marketing. **“Our client was so impressed with the design that they shared it with all their sales reps across the U.S.”**

As a result, WebbMason won two more orders with a similar theme: a wooden box that held a bottle of wine, and a bottle of champagne packaged in a clear tote bag.

*PowerStick Products Used: SILKEN Premium Gift Boxes*  
<https://powerstick.com/main/silken/>