
Subject: Re: Curvex Box

Posted by [Ephemerald](#) on Wed, 15 Sep 2021 17:03:15 GMT

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After Star they went with Rathbun for this type Curvex case.

File Attachments

1) [20210915_112941.jpg](#), downloaded 2067 times

MOLDING AN ALL-AMERICA WINNER!



Gruen watch display package, molded in three pieces of blue Plaskon, takes TOP AWARD in Plastic Container Group - 9th Annual All-America Package Competition.

This highly unusual display package for Gruen watches is molded in three pieces with an ingenious hinge construction that eliminates projecting hinge abutments and outside metal catches. All metal used is concealed under velvet in the interior of the package.

Rathbun offers a complete molding service in all plastics to packagers and other plastics users. Long experience, modern equipment and rapid production are only a few features of fine Rathbun molding. Let us advise on your plastics problem.

The package is shaped around the watch. For this reason, the curved package shape was chosen. For the watch to be displayed is the famous Gruen Curvex—"curved to fit the wrist." Through the unique design of this package, this outstanding feature of the watch is displayed perfectly.

Phenomenal increases in the sales of Gruen's CURVEX were apparent after the introduction of the new package. Not only does it display the watch "in action" in showcase or window, but its rich color and smart styling make it an ideal gift package. Add to this selling punch the simplicity and economy of its production, and you have the basic reasons why it won TOP AWARD in the Competition.

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