

Project Spotlight

HOW CLASSIC TREATS INSPIRED SOME VERY SWEET HOLIDAY WISHES

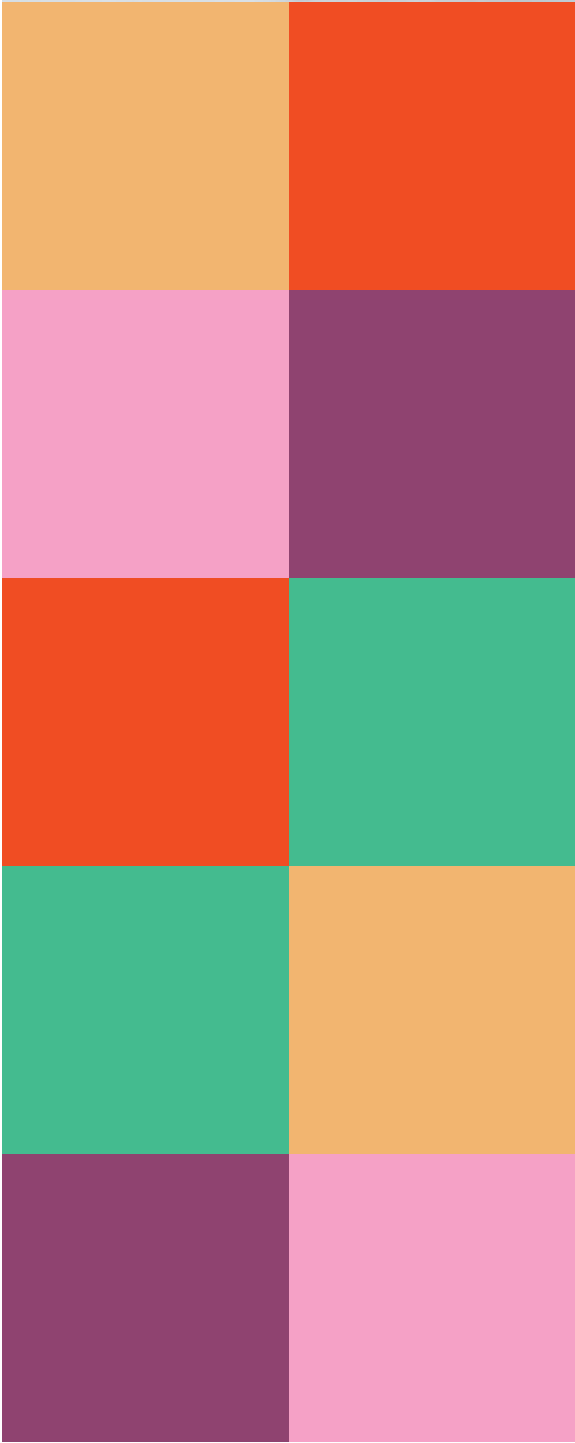
Nothing pairs better with the holiday season than a little something sweet. Hot chocolate, gingerbread houses, and festive cookies transport people back to childhood and holiday moments shared with family and friends. This nostalgic quality is exactly what Canon wanted to deliver with their annual holiday cards.

Printed by full-service direct mail marketing firm Century Direct, this year's Canon holiday cards stand out both in concept and execution. Utilizing augmented reality, specialty finishes, and unique folds, this year's cards prioritize interactivity and superior print quality to deliver a memorable seasonal greeting.

Printed on Canon's varioPRINT iX3200 sheetfed inkjet press, the three holiday cards are warm, elegant, and inviting. The combination of playful design with Canon's digital press technology proved the perfect pairing for some truly sweet holiday wishes.

“The most unique part of this year’s Canon holiday card project was the packaging. We had to think beyond printing to create an experience that felt festive, professional, and giftable.”

YELENA CHAPKIS, CENTURY DIRECT



Card #1: Hot chocolate

The hot chocolate card features a QR code that launches an augmented reality experience, replicating the joy of enjoying a fresh cup of cocoa. The card's exterior uses soft, holiday-themed colors and illustrations of mugs filled with hot chocolate to whet the appetite for a truly unique AR experience inside.

The end result is a fun, immersive holiday message that demonstrates how incorporating digital elements into print can add a touch of whimsy and leave a lasting impression.



The Details Hot Chocolate

Designer: Alyssa Watkins
Agency: Trekk
Paper: 100 lb. Silk Cover
Standout feature: AR

“With this year’s holiday cards, we wanted to bring some favorite holiday treats to life, and the hot chocolate card definitely accomplishes that with its whimsical design, bright colors, and interactive experience.”

MADISON BRUDI, TREKK



“When selecting paper for holiday cards, we focused on thickness, texture, and print compatibility. The stock needed to feel substantial and fold cleanly, while also working seamlessly with the press technology to produce sharp, vibrant color.”

YELENA CHAPKIS

Card #2: Gingerbread house

Gingerbread is arguably the quintessential winter holiday treat. The gingerbread house design was perfectly suited for a die-cut finish, creating a flap on the front of the card that, when opened, reveals the holiday message. When selecting paper, it's essential to balance superior color quality with durability, especially when considering finishing techniques.

Card #3: Holiday cookies

Holiday cookies carry a nostalgic magic that instantly transports many people back to cherished moments from childhood and family gatherings. This transportive quality is heightened by the holiday cookie card, which emphasizes tactile, sensory appeal. Its retro design evokes a welcome return to the simple pleasures of holiday gatherings, creating a cozy vibe that warms the heart.

“The silk cover stock was just the right balance of being soft to the touch with a subtle sheen that complemented the print quality of the Canon iX3200 press. It delivered vivid color without sacrificing usability, which is key for a product that blends design with personal interaction.”

YELENA CHAPKIS



**The Details
Gingerbread House**

Designer: Michael Wilson
Agency: Trekk
Paper: 100 lb. Silk Cover
Standout feature: Die-cut



**The Details
Holiday Cookies**

Designer: Aurelia Tauscher
Agency: Trekk
Paper: 100 lb. Silk Cover
Standout feature: Offset Bifold

