



Royal Agio Cigars reports ...



Joining forces for quality products

THE COLLABORATION BETWEEN **ROYAL AGIO CIGARS** AND **KREPEL CASSETTES** HAS BEEN IN EXISTENCE FOR YEARS NOW, AND IT REPRESENTS A JOINING OF FORCES BETWEEN TWO FAMILY BUSINESSES. BOTH BUSINESSES HAVE A RICH HISTORY IN WHICH ATTENTION TO CRAFTSMANSHIP IS ESSENTIAL. THIS IS EVIDENT IN THIS COLLABORATION.

Roel Goudsmits (Brand Manager Balmoral) is very pleased with the collaboration: "With the premium brand of Agio, **Balmoral**, we work together with Krepel on the box for the Añejo XO line. The brand's flagship product. For the successor of the successful and worldwide renowned Añejo 18, we looked once more for a special box, which ties in with the high level of quality that we strive to achieve at Balmoral. Krepel was able to realise exactly what we had in mind."

Quality

Making cigars is pure craftsmanship, just like making a cigar box. Balmoral cigars are made in the Dominican Republic. Imagine that a cigar passes through 300 hands before it finds its way into the box. So both the box and the cigar will have been on a long journey before they eventually arrive in the store. This means that the packaging doesn't just have a function of attracting attention; it also serves as a dependable guarantee of the quality of the cigar.

Innovative and refreshing

Roel explains that attractive packaging is essential for cigars: "Our ability to communicate

about our cigars is extremely limited; unfortunately advertising is only minimally possible. That is why we pay so much attention to the packaging, which has to be attractive and distinctive in the humidor. Krepel Cassettes works with us to come up with creative ideas for this, among other things by applying innovative techniques. A fine example of this is the anniversary cigar box for Balmoral's 120th anniversary. It is an innovative and sophisticated concept. With this product we look back on our rich history but we also respect these modern times by creating a concept that is both traditional and contemporary. The finish is sublime and matches the product perfectly. To put it in a nutshell, the collaboration with Krepel Cassettes results in beautiful quality products which ultimately enables the consumer to appreciate that packaging is an important element of the total experience."

krepel
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