

SILK PEARCE BOXES CLEVER FOR MINIATURE MEDALS LAUNCH

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Branding and design consultancy Silk Pearce has designed the perfect way of packaging and displaying the first miniature military medals to be produced by the Royal Mint. The Royal Mint has produced military medals and gallantry awards for UK and overseas governments since 1815 but now it has struck a number of small-scale, exact replicas for wearing at formal occasions or as collectible mementos.

This unique launch, which is a joint project with Royal Mail, comprises a collection of miniature medals for each UK armed force with a set of accompanying stamps from the Military Uniforms series. Each collection has a limited edition of 1000.

The British Army collection, which can be ordered from today by calling the Royal Mint on phone: 0845 6088300, will include miniatures of two medals from the force, six stamps that were originally issued in 2007 showing a range of army uniforms and two richly-illustrated booklets. One booklet explains the background to the medals and some of their recipients and the other details the uniforms illustrated on the stamps. Collections for the RAF and Royal Navy will be issued later this year.





Silk Pearce's design uses a hinged box for each collection covered in army green, air force blue or navy coloured paper with a small tab of medal ribbon attached to the bottom. The packaging structure is similar to the medal display cases used at official presentations, with the complete set of three sliding into a collection box and resembling the storage drawers used by collectors to protect their most treasured coins and other medals. Along with the packaging structures, the consultancy has also designed the box graphics, pack sleeves and all printed literature for the series.

The miniature military medals are being produced by the Royal Mint using the same alloy and tooling as their full-size counterparts.

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