



— PREMIUM PACKAGING · SOFIA

Packaging that sells before it opens.

- RIGID & MAGNETIC BOXES
- FOLDING CARTONS
- MICROFLUTE
- CUSTOM INSERTS





— WHO WE ARE

Thirty years of making brands tangible.

DEJA is a Sofia-based producer of premium packaging. For more than thirty years we have helped brands turn their products into something people want to hold, open and keep.

We make rigid and magnetic boxes, folding cartons, microflute packaging and custom inserts — from structure and design to print, finishing and assembly. You get one contact, one schedule and one quality standard.

Custom

every box made to size

In-house

print & finishing

One team

from brief to delivery

B2B

brands & retail

— WHAT WE DELIVER

Everything your product ships in.

- 01 Luxury rigid boxes
- 02 Magnetic boxes
- 03 Lid & base boxes
- 04 Sleeve boxes
- 05 Folding cartons
- 06 Microflute boxes
- 07 Custom inserts
- 08 Labels & stickers



— RIGID BOXES

Built to be kept.

A rigid box is the first physical touchpoint of a premium product. We combine solid board, wrapped papers and precise finishing so the packaging feels as valuable as what is inside — and stays on the shelf long after.

- SOLID CONSTRUCTION
Thick greyboard, clean corners, no flex.
- ANY SIZE
Made to your product, not to a catalogue.
- FOIL & EMBOSS
Your logo in gold, silver or blind relief.
- COLOURED INTERIORS
Contrast linings for a real reveal.



PRECISE CRAFTSMANSHIP



HOT FOIL STAMPING



PREMIUM MATERIALS



— MAGNETIC & DROP-LID BOXES

The unboxing is the message.

Magnetic closures give a satisfying, secure click. Drop-lid boxes lift away slowly and build anticipation. Both can be lined, foiled and fitted with inserts.

● MAGNETIC FLAP

Hidden magnets, clean silhouette.

● DROP LID

Classic two-piece reveal.



— LID & BASE BOXES

Timeless, by design.

The two-piece box is a classic for a reason: sturdy, elegant and endlessly adaptable — from watches to chocolates to skincare.



WATCHES & JEWELLERY



CHOCOLATE & CONFECTIONERY



COSMETICS

SLEEVE BOXES

Slide out something special.

A tray and a printed sleeve: simple to produce, full of surface for your design, and a small ritual every time it is opened.

- FULL-WRAP PRINT

Every side tells the story.

- EASY TO VARY

One tray, many sleeve designs.



CHOCOLATE BARS



PLAYING CARDS



SKINCARE



— BEAUTY & COSMETICS

Packaging with skin in the game.

Skincare, fragrance and cosmetics are bought with the eyes first. We help you translate your formula into a box that looks right on the shelf and feels right in the hand.

SKINCARE	Clean, calm, trustworthy.
FRAGRANCE	Rich materials, foil, relief.
MAKE-UP	Bold colour, precise detail.
NATURAL BRANDS	Recycled boards, soft-touch.



— FOOD & GOURMET

Taste starts with the box.

Chocolate, honey, tea and sweets deserve packaging that protects freshness and turns a product into a gift. Food-safe materials, inner trays and festive finishes included.

01 Chocolate & pralines

02 Honey & preserves

03 Sweets & bakery

04 Tea & coffee

MICROFLUTE BOXES

Light. Strong. Recyclable.

Microflute combines the stiffness of corrugated board with a surface that prints beautifully. Ideal for e-commerce, subscription boxes, shipping and retail.

TUCK-IN, AUTO BOTTOM

Fast to assemble on the packing line.

FRONT-LOCKING MAILER

The classic e-commerce unboxing.

CARRY HANDLE

Retail-ready and easy to take home.



CUSTOM INSERTS

Every piece in its place.

An insert holds the product, protects it in transit and frames it at the moment of opening. We cut it to the exact shape of what you ship.



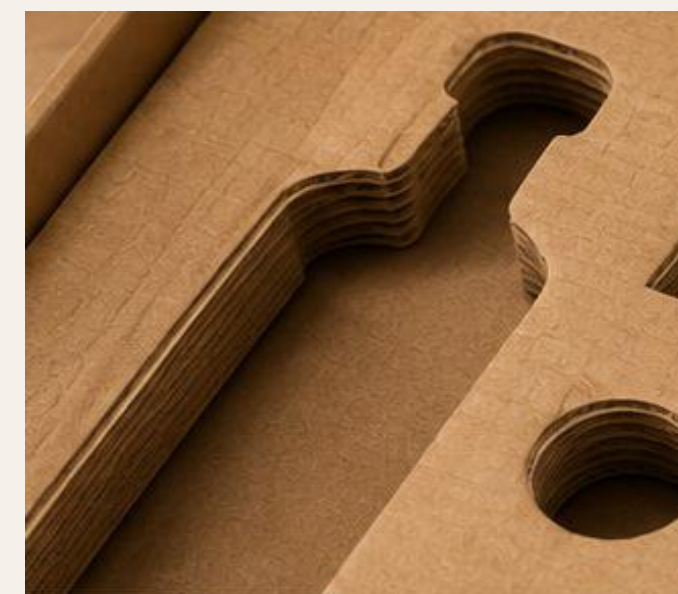
EVA FOAM

Dense, shock-absorbing, premium black finish. For tools, electronics and luxury goods.



PE FOAM

Light, moisture-resistant, flexible. For glass, cosmetics and fragile items.



LAMINATED BOARD

Layered cardboard, fully recyclable and printable. For bottles, jars and gift sets.

— PRINT & FINISHING

Details people can feel.

Print and finishing are part of our packaging production, so we control colour, timing and quality ourselves.



OFFSET PRINTING

Large runs, consistent colour.



DIGITAL PRINTING

Short runs, variable data.



EMBOSSING

Relief you can touch.



HOT FOIL

Gold, silver, colour foils.



SPOT UV

Gloss accents on matte.



LAMINATION

Matte, gloss, soft-touch.



PERSONALISATION

Names, numbers, editions.



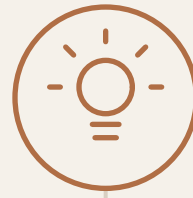
CUSTOM DETAILS

QR, inside print, messages.

— HOW WE WORK

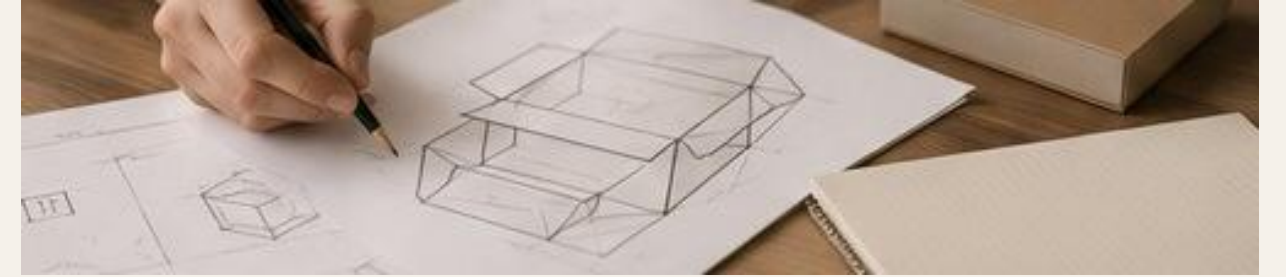
From idea to delivery.

Seven clear steps and one project manager, so you always know where your order is.



01 IDEA

We listen to your needs and turn your idea into a clear brief.



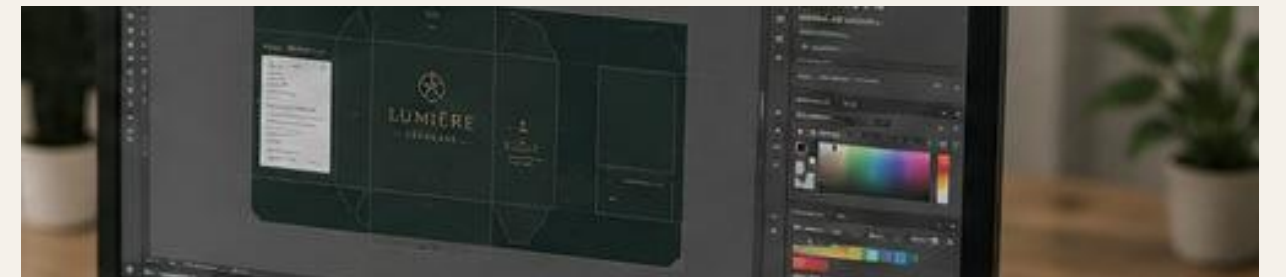
02 CONCEPT

Structure, materials and finishes chosen for your product and budget.



03 DESIGN

Our designers prepare artwork and print-ready dielines.



04 PROTOTYPE

A physical sample to test the look, fit and function.



05 PRODUCTION

Modern equipment and skilled hands bring your packaging to life.



06 QUALITY CONTROL

Every piece is carefully checked against our standards.



07 DELIVERY

Packed securely and delivered on time, wherever you need it.



— WHY DEJA

Why brands choose us.

Packaging is the first thing your customer touches. We make sure it says the right thing about your brand — every time, on every box.



01

Complete packaging service

Structure, design, print, finishing and assembly — coordinated by one team.

02

Made to measure

Every box is built around your product, not picked from a catalogue.

03

30+ years of experience

Decades of work with brands of every size across Bulgaria.

04

Deadlines we keep

Clear planning and production schedules you can rely on.

05

A real person to call

A dedicated account manager from first idea to delivery.



Let's create something worth opening.

Send us your brief and we will come back with a concept, a sample plan and an offer.

CONTACT

COMPANY	Deja Ltd
ADDRESS	16 Ostrets Street, Sofia, Bulgaria
PHONE	+359 897 87 07 66
EMAIL	office@dejabg.eu
WEB	dejabg.eu



SCAN · DEJABG.EU