

Bring your packaging designs to life!



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About Esko

Solution Provider for Packaging and Print

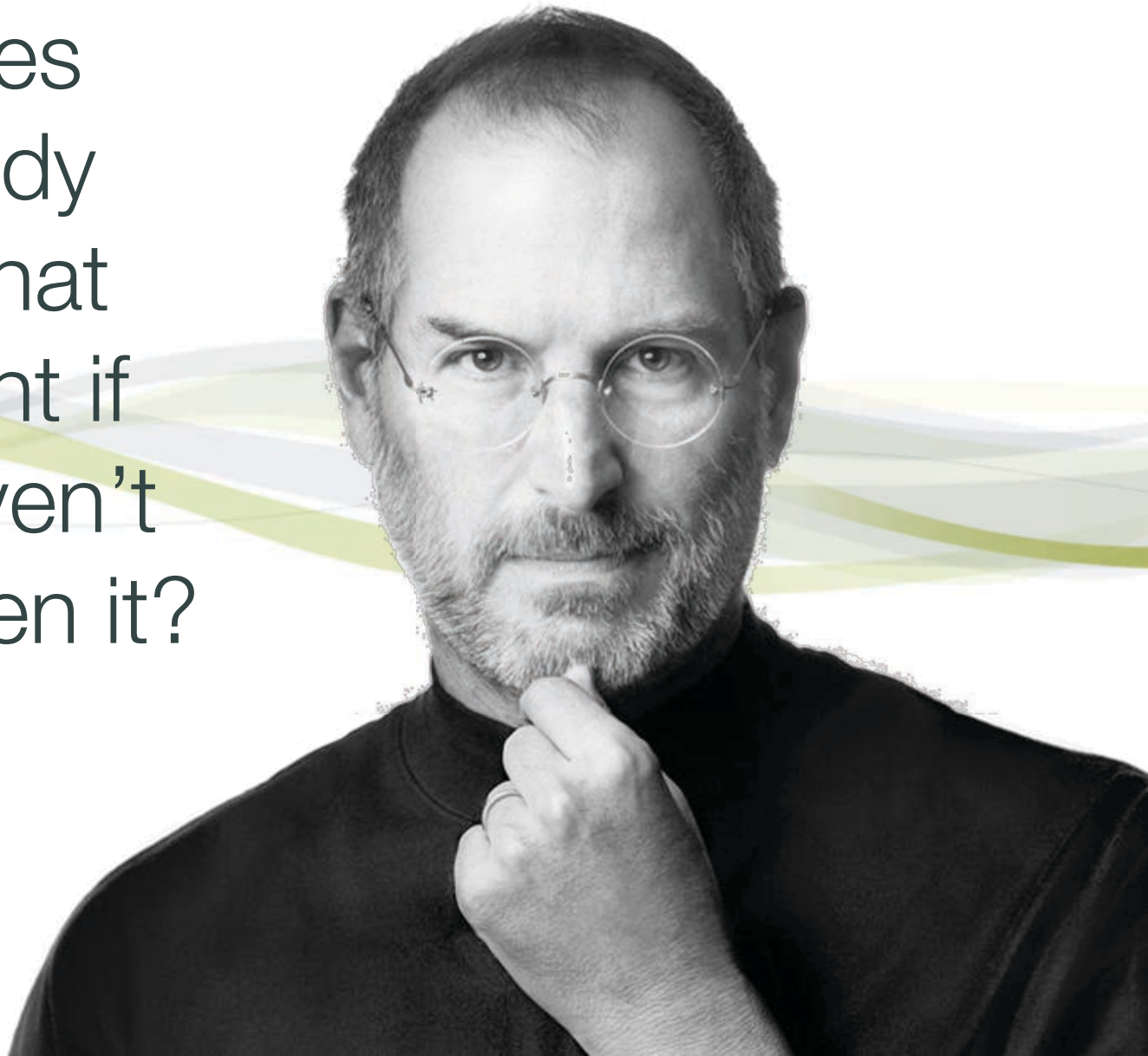
- Software, Hardware and Solution Services
 - **Brand Owners**
 - **Retailers**
 - **Supply Chain**
- 1,500+ employees / **Global presence**
- **Multi-Language Solutions**, Support and Personnel
- Annual growth of 20%



Did you know?

Packaging for 9 out of 10 major brands
is produced with **Esco** solutions

How does
somebody
know what
they want if
they haven't
even seen it?





Product development...

How are **other**
manufacturing industries
addressing this?

Automobile Industry



Sketching the idea



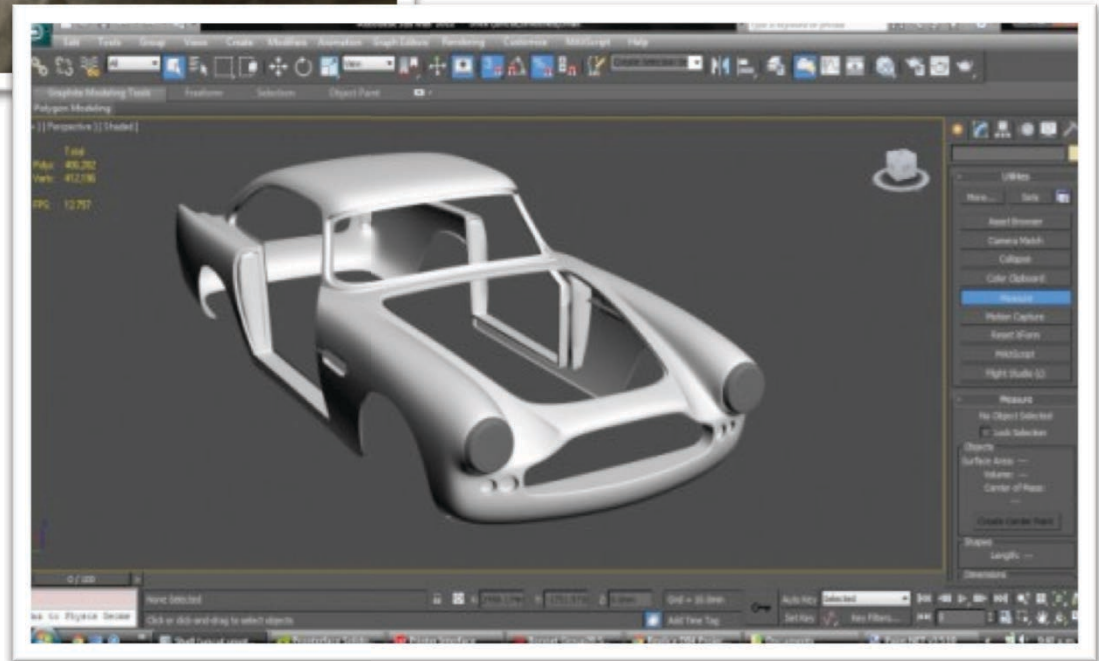
Sculpting the model

3D Cad software
commercially used in the
automobile industry since
the early **1970's**

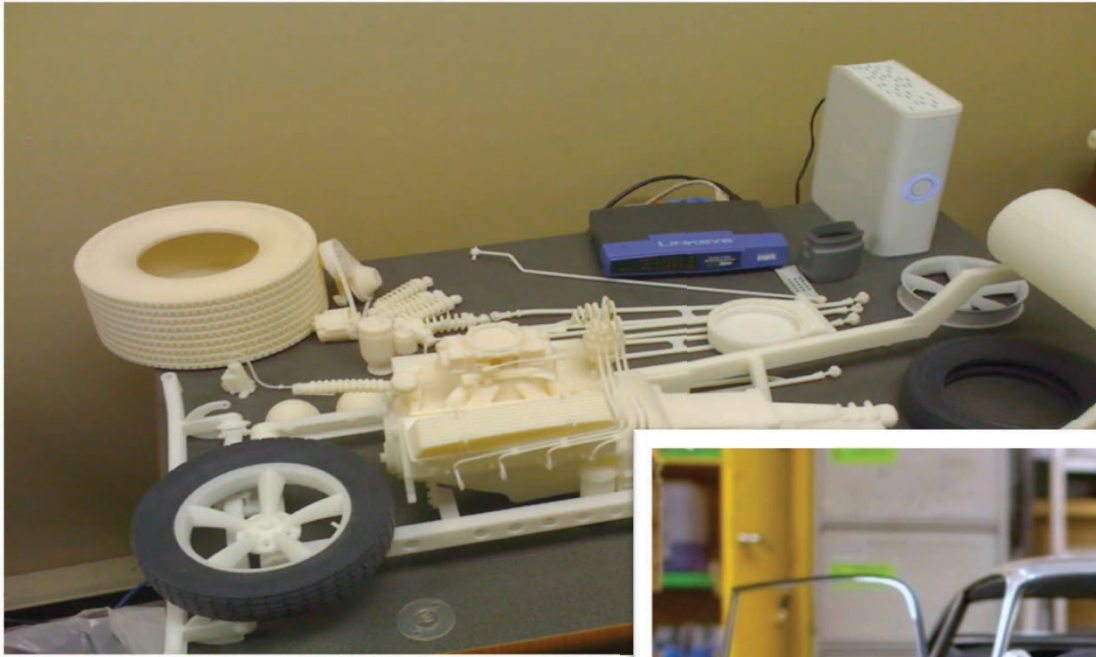
Digital sketching in 3D



Develop the design in 3D



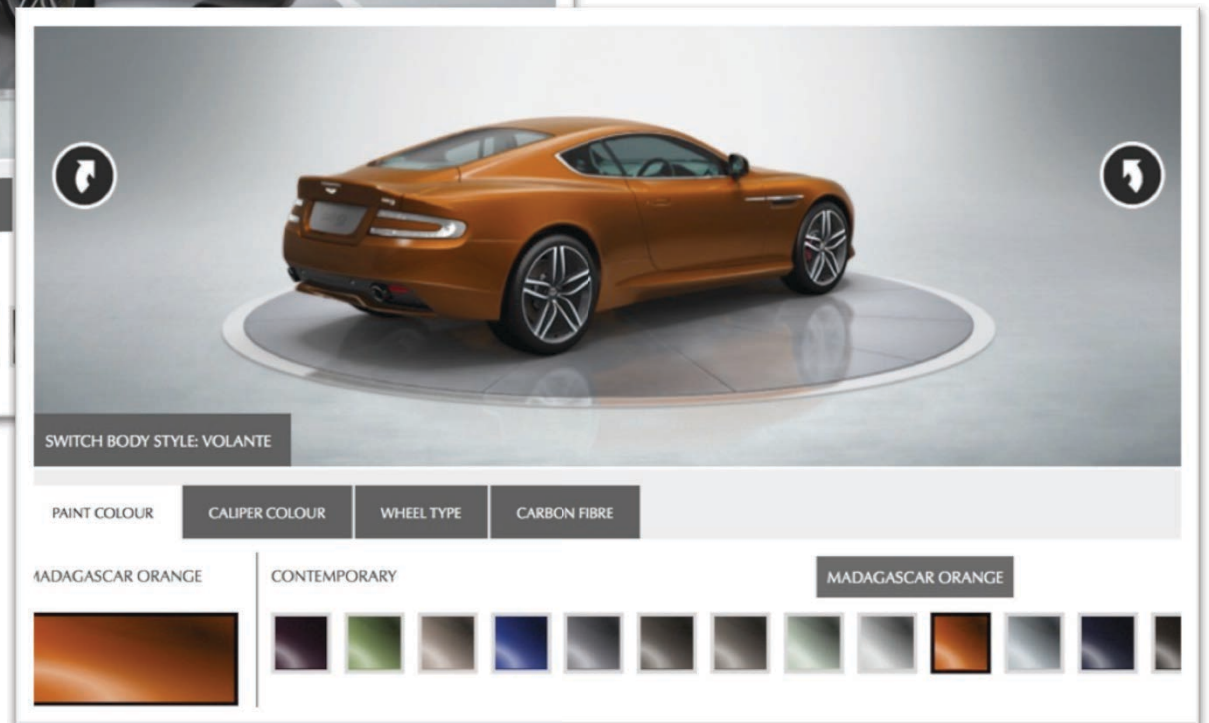
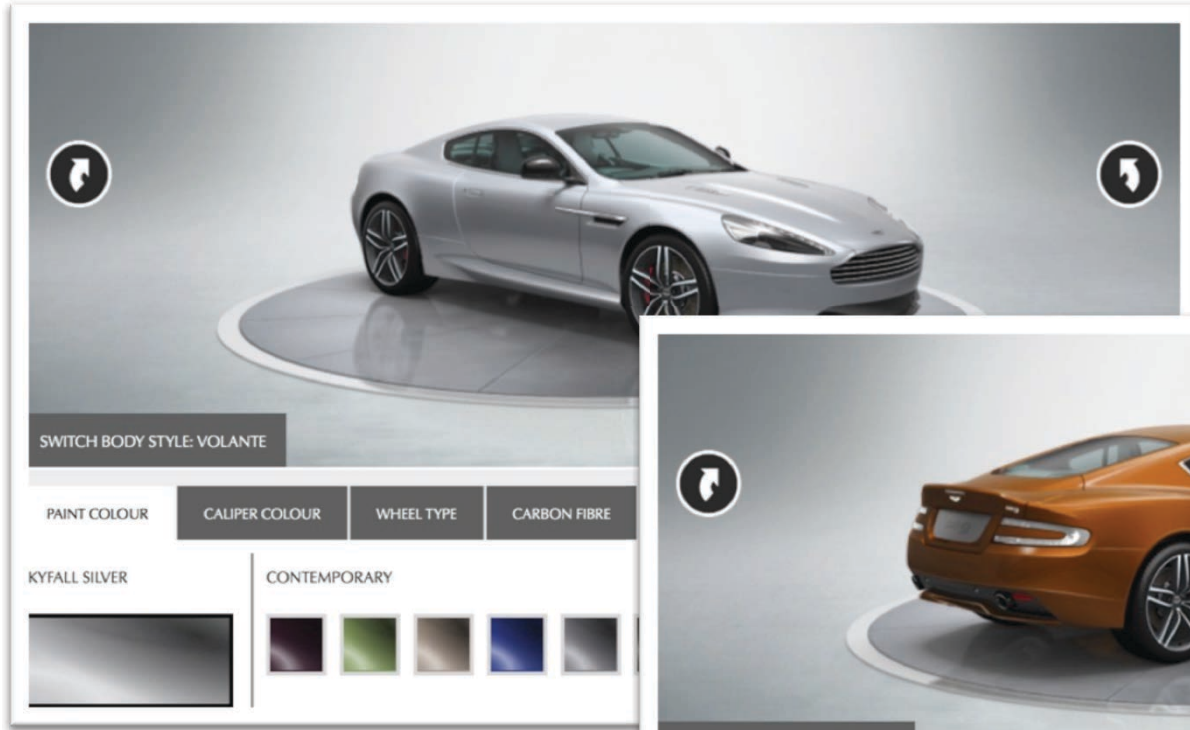
3D Print the
model parts



Construct the
prototype



Re-purpose the 3D model





So what about
packaging?

Traditional workflow

2D graphic workflow

Difficult to visualise, tough to communicate...

- Structural design (dieline) is created
- Design concept is created in 2D – dieline used?
- Artworks are generated
- Structural design (dieline) now used



Typically cumbersome and slow
with many approval cycles...

3D early as possible!

Create concepts in 3D and have the ability to make critical design decision as early as possible...

- **Design with the actual Dieline and Structure**
- **Artwork generation with same Dieline and Structure**

Clarity and speed from conception...



Visualise in 3D

The traditional 2D workflow is restrictive!



- **Shape**
 - How would the pack look if it was folded?
- **Finishes**
 - How would the gold look as a foil?
- **Contents**
 - How will this pack look like with its contents?
- **In-context**
 - How would it look in the retail space?

How were these developed?

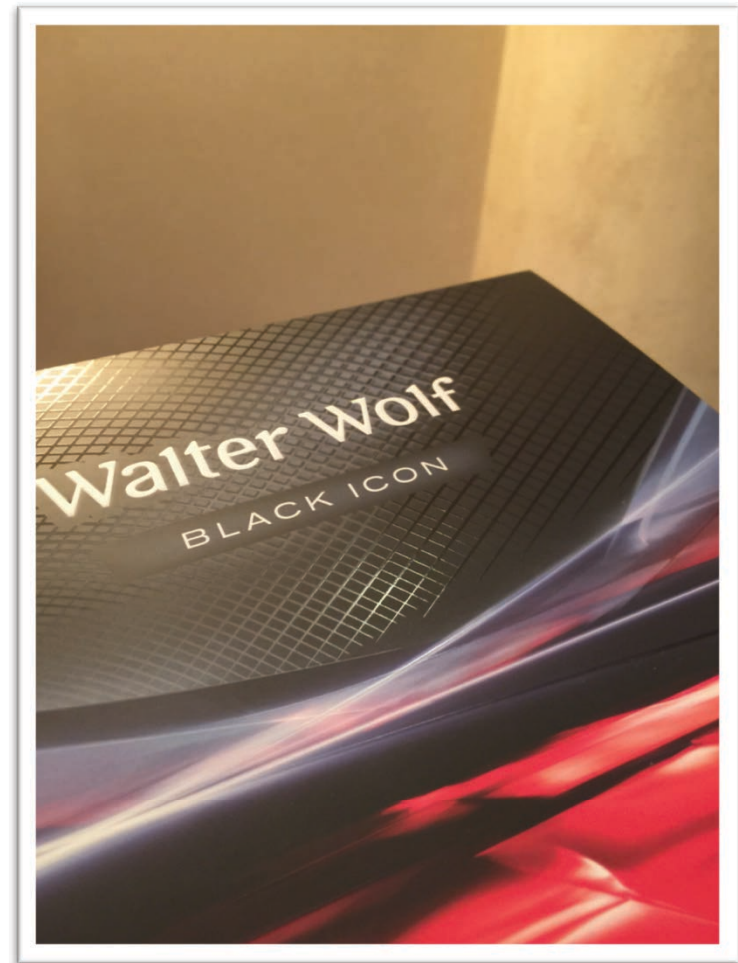
- **Challenges?**

Structure and variants?



- **Challenges?**

Effects and finishes?



The background features several overlapping, wavy bands of color. The primary colors are a muted sage green and a light grey-blue. These bands flow horizontally across the frame, creating a sense of movement and depth. The lines are semi-transparent, allowing the colors to blend where they overlap. The overall aesthetic is clean, modern, and organic.

DEMO



Remove the risk...

Remove the risk...



Remove the risk...



Remove the risk...



Recap

Other industries have been using 3D design in development for years!
It is possible to design packaging in 3D using familiar software...

- A more **flexible** development process
- More **creative** designs
- **Faster** design decisions
- Expensive **errors reduced**

- Better **communication**
Faster route to market!!





The world's **not flat**
packaging design
shouldn't be either!



Thank you!

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