

# Package Design

## Multi-disciplinary team of experts

We offer industrial, structural and graphic design for packaging applications as well as 3D visualization for package and retail environments.

Our cross disciplinary design team partners with our clients CPG package development teams to infuse new materials, printing effects and finishes into their brand packaging enabling differentiation and winning at shelf.



### Industrial Design

Our industrial designers focus on developing useful and innovative design solutions for packaging. We leverage new materials and technologies, develop ownable features and shapes that differentiate the package on shelf.

**Software & Technologies:**

SolidWorks, MasterCAM CNC, Artios CAD, Esko Visualizer, Rhino 3D CAD software, 3D Printers, CNC Milling, Model Making and Painting

### Structural Design

Our structural designers focus on design and development of folding carton, flexible and hybrid packaging solutions. We experiment and infuse new materials into our designs and deliver innovative solutions that are feasible for manufacturing.

**Software & Technologies:**

Artios CAD, Esko Visualizer, Rhino 3D CAD software and Kongsberg Carton sample making tables

### Graphic Design

Our graphic designers work closely with the Industrial and Structural design staff and contribute their expertise for visual brand communication. They enhance the package aesthetics and effectively communicate the product message in a compelling manner.

**Software & Technologies:**

Adobe CS, Artios CAD, Esko Visualizer, Rhino 3D CAD and Pantone LIVE software

### 3D Visualization

Our 3D Visualization designers help bring complex ideas, products or environments to life via digital technology platforms. We offer a broad range of capabilities from photo realistic package renderings and display to retail shelf sets and in-store environments.

**Software & Technologies:**

Solidworks, Esko Visualizer and Studio Tool Kit and Rhino 3D CAD software