

Barilla Adopts Dassault Systèmes' 3DEXPERIENCE Platform Based on V6 Architecture to Digitally Orchestrate Product Labeling Worldwide

“Perfect Package” Industry Solution Experience Improves Artwork Development Efficiency and Reduces Lead Time

VÉLIZY-VILLACOUBLAY, France — June 5, 2014 — [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, world leader in 3D design software, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, announced today that Barilla, the global leader in the pasta industry, chose its “Perfect Package” industry solution experience to improve the package labeling creation process across its worldwide organization. With “Perfect Package”'s artwork and labeling capability, Barilla has streamlined label design and approval, reduced artwork design time and improved regulatory compliance.

In order to drastically reduce packaging development times and costs, Barilla needed to streamline the artwork and labeling creation process and provide all its stakeholders with secure, digital access to all the elements of the package including copy, logos and designs.

Orchestrating the design of effective packaging across 1500 brands in 100 of countries is an extraordinarily complex process. It is a collective effort of various internal departments and external art agencies to ensure each of the thousands of packages sold by Barilla has the right copy, the right look and feel and adheres to consumer expectations and international regulations.

“Five to eight seconds is all you’ve got. That’s how long it takes shoppers to find and select the right product for their family,” said Monica Menghini, Executive Vice President, Corporate Strategy, Industry & Marketing, Dassault Systèmes. “As you can imagine, a company spends a lot of time getting that moment of truth *just right*. This is the focus of our ‘Perfect Package’ industry solution experience.”

Based on the 3DEXPERIENCE Platform, “Perfect Package” provides Barilla’s stakeholders with a dedicated labeling solution and secure digital access to its most up to date product information. Stakeholders no longer need to exchange paper samples, thus reducing new labeling creation cycle time. This accelerates label design and approval while improving quality and lowering label creation costs. It also ensures designs and intellectual property that previously resided at external agencies is being brought back to Barilla.

“With the 3DEXPERIENCE Platform, all our stakeholders can collaborate from idea generation to validation of the final Barilla package using a digital representation of the same master label,” said Marco Rossi, IT Business Process Support Director at Barilla. “No more working on outdated samples and making decisions that have to eventually be rescinded, which drove our costs up and our response time down. With this solution, we can digitally exchange ideas faster, more intuitively, and with few to no packaging recalls.”

“With our ‘Perfect Package’ industry solution experience, our goals are similar to Barilla’s: generating experiences that will enable our clients to delight *their* clients,” said Philippe Loeb, Vice President, Consumer Packaged Goods, Dassault Systèmes. “We are happy Barilla chose Dassault Systèmes’ innovative solutions to create an enjoyable experience for its clients that begins in the store and continues on to the dinner table with family and friends.”

For more information: www.3ds.com/customer-stories/single/barilla/

For more information on Dassault Systèmes’ solution experiences for the consumer packaged goods & retail industry, please visit www.3ds.com/industries/consumer-packaged-goods-retail/

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About Dassault Systèmes

Dassault Systèmes, the 3DEXPERIENCE Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes’ collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 190,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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