

Dassault Systèmes Launches “Perfect Package”, a New Industry Solution Experience for Consumer Packaged Goods

The 3DEXPERIENCE Platform Transforms the Way Marketers Can Design Dazzling Packaging for their Consumers

VELIZY-VILLACOUBLAY, France — February 7, 2013 – [Dassault Systèmes](#) (Euronext Paris: #13065, DSY.PA), the 3DEXPERIENCE Company, a world leader in 3D design, 3D Digital Mock Up and Product Lifecycle Management (PLM) solutions, announced today the launch of a new industry solution experience for Consumer Packaged Goods (CPG) companies called “Perfect Package”. Based on Dassault Systèmes’ 3DEXPERIENCE platform, it helps integrate the highly fragmented package design process across the entire supply chain to enable winning package designs and faster time to market.

The package development process has traditionally been a serial development process plagued by multiple rounds of rework, resulting in sub-optimal designs. The “Perfect Package” industry solution experience turns it into a synchronized package design process from end to end, integrating internal and external organizations to create breakthrough packaging in record time. Brand manufacturers, design agencies, packaging suppliers and artwork studios collaborate together to virtually create, visualize and validate innovative designs, allowing for rapid packaging iterations and decision taking.

This significantly reinforces innovation, shortens package design cycles, lowers materials costs and virtually eliminates the chance for costly packaging-related recalls by creating tighter integration and control of artwork development and copy management. “Perfect Package” also drives packaging reuse. Instead of redesigning new packages for every product initiative, CPG companies can repurpose and modify existing designs, saving time and increasing package sustainability and delivering more value through a desired consumer experience.

“In the world of Fast Moving Consumer Goods companies, some succeed, some fail, and some make an impact on society. This impact is mostly due to a perfect match between the actual product and the way it is delivered: the packaging,” said Monica Menghini, Executive Vice President, Industry and Marketing, Dassault Systèmes. “Packaging is a key component of any brand’s equity. It is, essentially, the first and most important advertising for that product. This is what inspired us to create ‘Perfect Package’. Creating a perfect consumer experience requires more than just a nice design tool. Our 3DEXPERIENCE platform allows to embrace the design experience need of today’s marketers.”

To learn more about “Perfect Package” and all of Dassault Systèmes’ industry solution experiences for Consumer Packaged Goods and Retail, including “[Perfect Shelf](#),” please visit: <http://www.3ds.com/solutions/consumer-packaged-goods-retail/overview/>.

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 150,000 customers of all sizes, in all industries, in more than 140 countries. For more information, visit www.3ds.com.

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Dassault Systèmes Press Contacts

Corporate / France	Arnaud MALHERBE	arnaud.malherbe@3ds.com	+33 (0)1 61 62 87 73
NAM/LATAM	Elena FERNANDEZ	elena.fernandez@3ds.com	+1 (978) 442-2790
EMEA	Virginie BLINDENBERG	virginie.blindenberg@3ds.com	+33 (0) 1 61 62 84 21
China	Grace MU	grace.mu@3ds.com	+86 10 6536 2288
Korea	Jahyun AHN	jahyun.ahn@3ds.com	+82 2 3270 7893
Japan	Yukiko SATO	yukiko.sato@3ds.com	+81 3 5442 6445