Consumer Packaged Goods companies aim to win with consumers by creating a delightful brand experience. Imagine if a retail company could bring together all internal and external players to collaborate on the cloud and innovate in a new way. To address all key development phases, from initial market research right up to testing the packaged product on the retail shelf.

1 MARKETING
Perfect Initiative

What if marketing and creative departments could accelerate the path to design innovation by involving the right stakeholders?

What if all creative designers had tools that were powerful and instinctive enough to free up the capacity to innovate?

What if the creative designer was able to base his work on the right product design without losing time on iteration loops?

What if a packaging engineer could use virtual simulation to efficiently design and validate the secondary packaging and shelf design?

What if the company could actually experience digital 3D modeling to make better business decisions?

2 CONCEPT DESIGN
Perfect Packaging Concept

What if retail designers had tools that were powerful and instinctive enough to help them design the perfect product for consumers?

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3 CREATIVE DESIGN
Perfect Artwork and Labeling

Product Industrial Designer

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4 PACKAGING ENGINEERING
Structural Package Designer

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5 DESIGN REVIEW
Perfect Shelf and Perfect Visualization

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