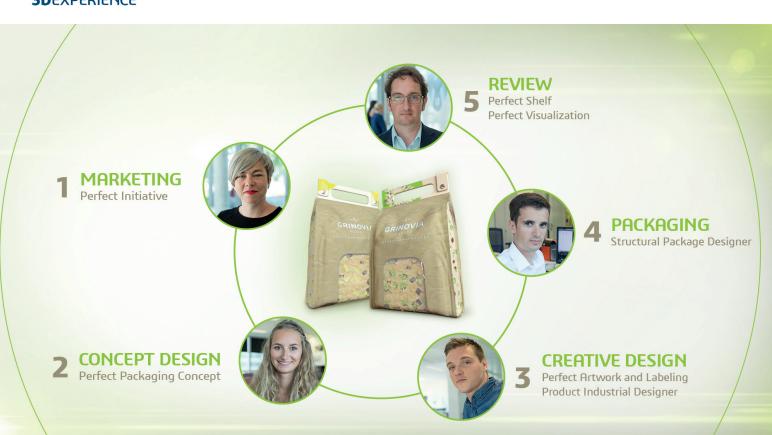




### CONSUMER PACKAGED GOODS AND RETAIL

## PERFECT PACKAGE



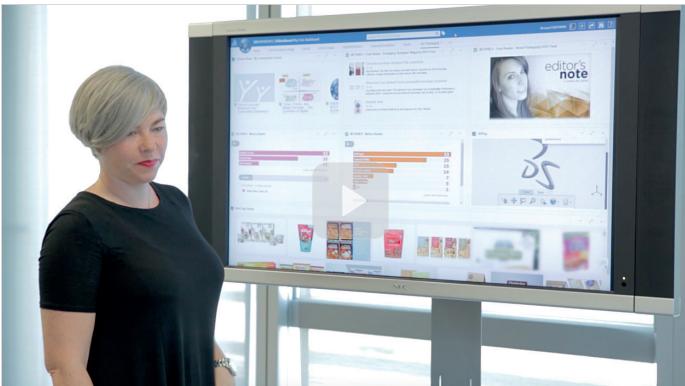
Consumer Packaged Goods companies aim to win with consumers by creating a delightful brand experience.

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.



## **MARKETING Perfect Initiative**

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





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

**CONCEPT DESIGN** 





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

Perfect Artwork and Labeling Product Industrial Designer

**CREATIVE DESIGN** 













Our **3D**EXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio

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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