



## CONSUMER PACKAGED GOODS & RETAIL PERFECT PACKAGE

*RETHINK PACKAGE DESIGN FOR BETTER, FASTER, SMARTER INNOVATION*



**HOW CAN YOU CREATE A  
WINNING AND COMPLETE  
PACKAGING EXPERIENCE  
FOR YOUR CONSUMERS?**

**Perfect Package is a 3D Industry Solution Experience** that enables Brand Manufacturers, Design Agencies, Packaging Suppliers and Artwork Studios to collaborate together to **create breakthrough designs** and allows for **rapid iterations** from initial discovery to design to testing to in store. This significantly **shortens package design cycles, lowers the possibility for production issues and virtually eliminates the chance for recalls.**

# PERFECT PACKAGE EXPERIENCE: RETHINK PACKAGING DESIGN



## Designing Winning Packaging

The **Perfect Package 3DEXPERIENCE solution** turns what has been a serial development process plagued by multiple rounds of rework, resulting in sub-optimal designs into a **concurrent design** process integrating internal and external organizations to **create breakthrough packaging in record time** powered by the **3DEXPERIENCE** platform.

## Consumer Centricity

Consumers are at the very heart of the value creation system for both CPG companies and Retailers. They make purchase decisions in-store in a matter of seconds. So how can we design the package to stop, hold and close the sale? We provide the ability for you to design delightful packaging experiences that match consumers needs, wants and beliefs, and build brand equity.

## Maximize Your Investment

Consumer Packaged Goods and Retail companies must harness the power of their entire eco-system. We provide the unique ability to re-use your intellectual property easily, across all of your contributors, so you can innovate better, faster and smarter than your competition and maximize value creation for your organization.

## Fully Integrated Social Design

We know that complete packaging design involves not only inherent contradictions, but also many contributors. The package must be tamper-proof yet easy to open; attractive, yet strong; environmentally responsible yet protect the product inside. It must catch the consumer's eye and effectively communicate the brand and product value. We provide the ability for true Concurrent Package Design, connecting the entire ecosystem while keeping the consumer at the very center; that saves time and money.

## Key Benefits

- Moving **from serial to concurrent package design** across the entire design ecosystem. (time to market)
- **Prevent costly recalls** by creating tighter integration and control of artwork development and copy management. (cost reduction and improved quality)
- **Identify winning concepts faster** by using 3D to assess more packaging options earlier in the process. (package effectiveness)
- **Drive packaging reuse** instead of redesigning new packages for every product initiative (# of packages)