

PACKAGING DEVELOPMENT

WORK



SHOPS

- from the idea to the mock-up in 3 days -



Objective:

Innovative packaging and product concepts being cross-functionally developed and within 2-3 days subsequently elaborated to 3D-mock-ups, dummies or physical prototypes.

Contents:

Based on a briefing, ideas are developed using various creativity techniques, and then evaluated by polarizing criteria (in accordance with customer benefits, attraction at the POS, technical feasibility, logistics, costs in relation to materials and investments and further aspects). The best 3 to 5 ideas are selected and specified on the basis of the requirements as listed above. This is followed by the development of graphic and technical layouts, as well as a production and optimization of mock-ups. At the same time, virtual and physical dummies made of different materials can be formed.

Group size:

A group size of 5 to 10 people would be ideal, preferably arranged from the departments marketing, research and development, production and engineering and/or distribution.

MOTIVATION

INGENUITY

INSPIRATION



VerDeSoft-Support-Team:

1 person: 2D-Design, Scribbles; 1 person: PrePress, cardboard dummies, film, pouches
1 person: prototype tooling, milling, thermoforming
1 person: 3D-visualisation, 3D-animation, virtual dummies for injection moulded parts, bottles

Implementation, creative input, moderation:

Thomas Reissig CO VerDeSoft GmbH

Equipment:

2D Design: Photoshop/Illustrator/Freehand, 3D-Design: Rhinoceros/3D-Studio Max
3-axis CNC milling machine, thermoforming with or without plugs, ultrasonic welding units, heat sealing devices, punching, compression moulding, CO2 laser cutter, various special machines and diverse crafting equipment and material.

Result:

Within such a short period of time prototypes and full packaging solutions are developed in accordance with the interests of the different departments.



References:

DVI - Packaging Academy, Mars D, NL, GB, Unternehmensgruppe Theo Müller, Bosch Packaging Group D, CH, USA, NL, ...

Feedback:

"Cool creative techniques, that many innovative ideas in such a short period of time.." - "Finally a very practical workshop with specific results, never got that before." - "We finished three days of intensive group work with almost shelf ready packaging solutions. Awesome how fast that works."

Details about timing, organisation, catering, evening program, IP rights and prices on request:



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