



CONSUMER PACKAGED GOODS AND RETAIL PERFECT PACKAGE

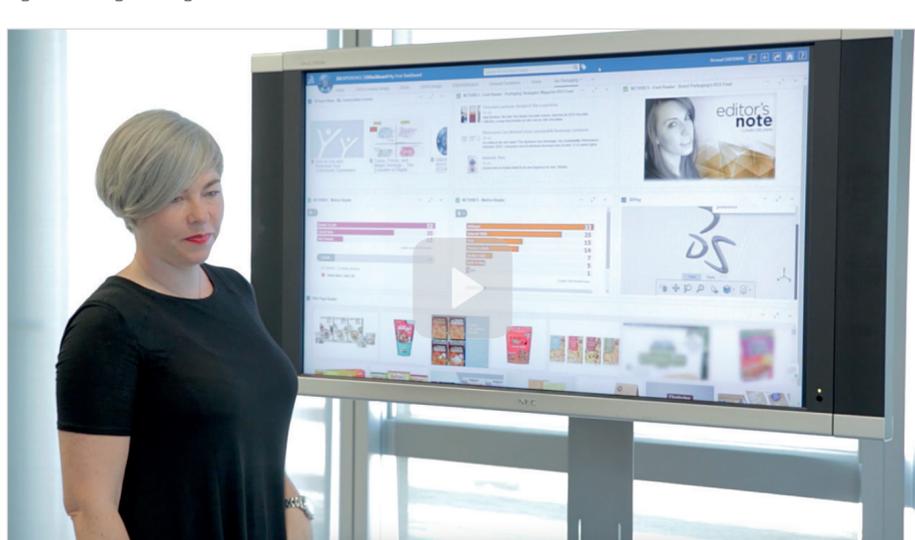


Consumer Packaged Goods companies aim to win with consumers by creating a delightful brand experience.

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.

1 | **MARKETING** Perfect Initiative

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



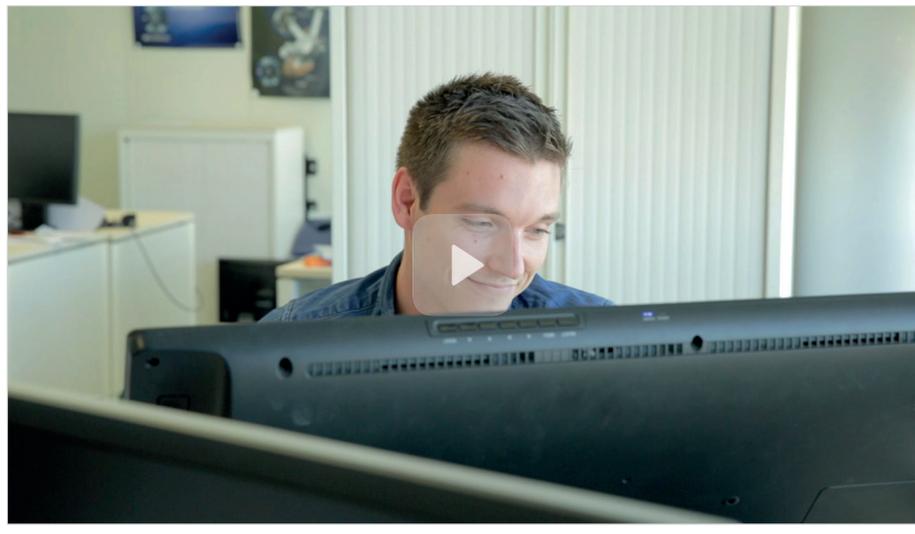
2 | **CONCEPT DESIGN** Perfect Packaging Concept

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



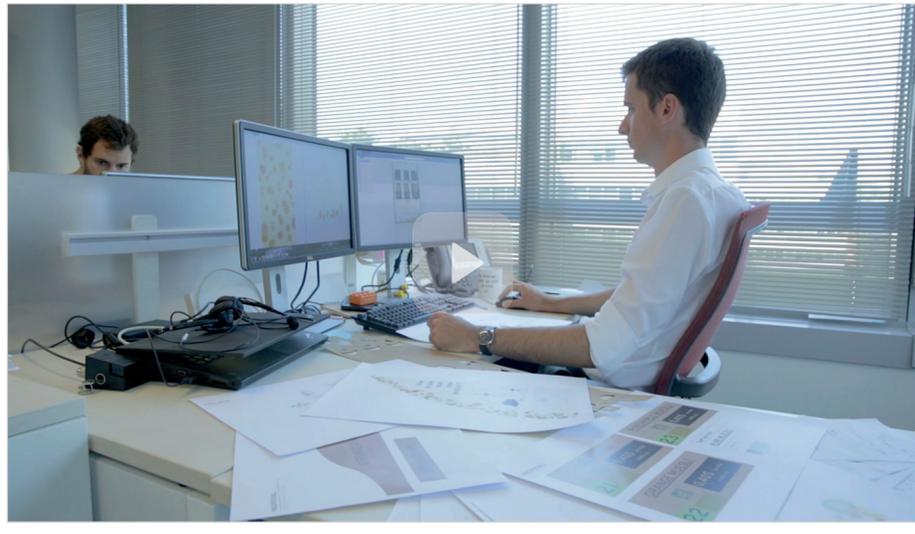
3 | **CREATIVE DESIGN** Perfect Artwork and Labeling Product Industrial Designer

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



4 | **PACKAGING ENGINEERING** Structural Package Designer

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



5 | **DESIGN REVIEW** Perfect Shelf Perfect Visualization

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



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