

CONSUMER PACKAGED GOODS & RETAIL

PERFECT PACKAGE DESIGN AND OPTIMIZE PACKAGING IN RECORD TIME



50% OF PACKAGING INITIATIVES FAIL. HOW DO YOU IMPROVE THE ODDS?

Package design efforts are often scattered across multiple groups and suppliers using different systems. This can lead to rework, delays, higher costs, quality issues, and expensive recalls. It's no wonder that over half of packaging projects fail to meet their objectives. What if you could break down these silos and get everyone working together?

A great solution is one that streamlines the packaging process to ensure that your powerful ideas reach the marketplace. That's what makes the Dassault Systèmes **cloud-based** approach so special. We have built a digital platform which makes 'concurrent design' possible. This means that everyone typically involved in a packaging project, whether internal or external to the company, can collaborate in a single environment to accomplish more packaging projects in less time to grow your business faster.

Dassault Systèmes **Perfect Package** Industry Solution Experience, available from the **3DEXPERIENCE®** platform, is the only digital platform that can accelerate package design, automate the artwork process and drive costs down through a collaborative 3D social experience.

INTRODUCING PERFECT PACKAGE

Design and optimize CPG packaging in record time

Perfect Package 3DEXPERIENCE solution on cloud enables brand manufacturers, design and marketing agencies, packaging suppliers and artwork studios to collaborate together to create breakthrough designs and allows for rapid iterations from sketching the initial concepts to visualizing completed designs on the shelf. Designs can then be rapidly adapted to launch in local markets across the globe.

Perfect Package is a unique solution that enables packaging engineers to address all types of packaging: **primary**, **secondary** and **tertiary**. Additionally, you can design in a range of materials to optimize your creations:

- Flexible Packaging
- Rigid Plastic
- Paper-based Containers
- More
- Metal
- Glass
- Liquid Cartons

Key Benefits:

- **Cut design time up to 50% with process simplification & standardization**
- **Improve collaboration with a digital platform, accessible 24/7**
- **Reduce packaging materials and design costs by 30 to 50% by detecting package errors in the development process and reducing the need for physical mock-ups**
- **Develop your digital IP to enable product derivatives, and easily reuse components for local adaptation**
- **Virtually eliminate packaging related recalls by enabling stakeholders in the review and approval process to execute materials and artwork correctly the first time**



STRATEGIC CAPABILITIES

- **Ideation Management**
Connect experts for ideation and collaborate across the value chain
- **Packaging Creative Design**
A consolidated packaging workflow where assets are taken from concept through production
- **Project Management & Analytics**
Access real-time project status from anywhere in the world to view analytics and support decision-making
- **Packaging Design**
Accelerate packaging from concept to qualified design
- **Structural & Transportation Packaging Design**
Unique solution for true end-to-end packaging design on a single platform
- **Artwork and Copy Management**
Ensure fast and accurate artwork creation
- **Packaging Qualification & Optimization**
Use virtual testing to model the physical world and find the optimal design
- **Mold & Tooling**
Flexible and highly-customizable approach from concept to detailed mold and tooling design and machining
- **Structured Specifications Management**
Manage specifications across the lifecycle from concept to production
- **Materials Compliance Management**
Ensure product quality, consumer safety, and regulatory compliance
- **Packaging Experience & Visualization**
Higher photorealistic image quality and integration with creative artwork

To discover more, [click here](#)

Our 3DEXPERIENCE® platform powers our brand applications, serving 12 industries, and provides a rich portfolio of industry solution experiences.

Dassault Systèmes, the 3DEXPERIENCE Company, is a catalyst for human progress. We provide business and people with collaborative virtual environments to imagine sustainable innovations. By creating virtual twin experiences of the real world with our 3DEXPERIENCE platform and applications, our customers can redefine the creation, production and life-cycle-management processes of their offer and thus have a meaningful impact to make the world more sustainable. The beauty of the Experience Economy is that it is a human-centered economy for the benefit of all –consumers, patients and citizens. Dassault Systèmes brings value to more than 300,000 customers of all sizes, in all industries, in more than 150 countries. For more information, visit www.3ds.com.



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