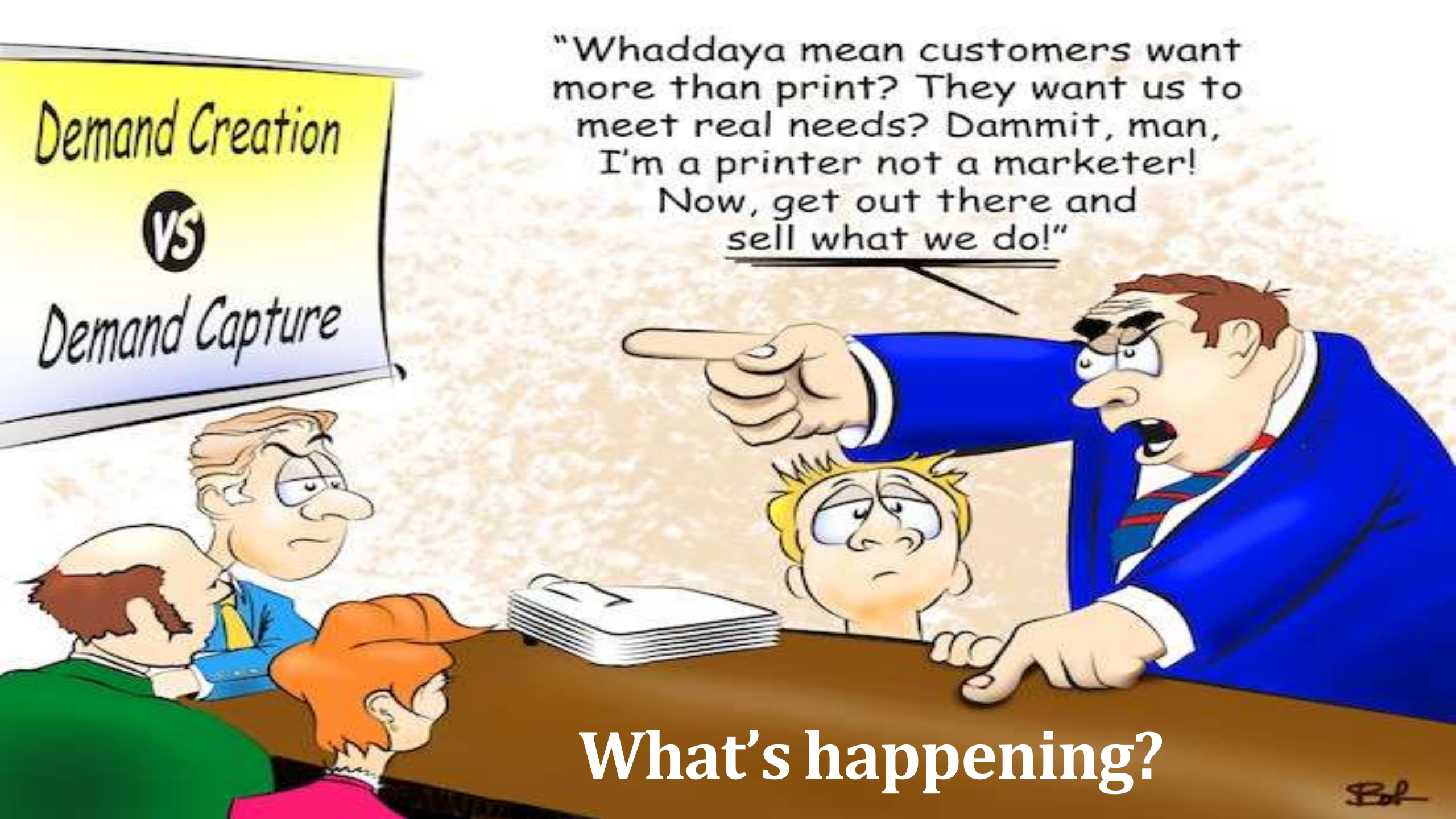




***Get Print-ready to Deliver Branded
Packaging in India***

Sukhdev Singh Saini



Demand Creation

VS

Demand Capture

"Whaddaya mean customers want more than print? They want us to meet real needs? Dammit, man, I'm a printer not a marketer! Now, get out there and sell what we do!"

What's happening?

Bob





Brand

Be Iconic



Design - Soul

- Visual Brand Architecture
- Harmony across SKUs
- Adapted to consumer needs
- Consistency

Packaging – Identity

- Substrates
- Printing Method

Visual Brand Assets



Logo

Main Logo
& Variations

- memorable
- not trendy
- makes impression



Colors

Color scheme
& Complements

- no more than 4 main colors
- consider color psychology
- complementary palettes



Fonts

Fonts &
Typography

- don't be too trendy
- use a good font combination
- use at most 3 fonts



Visuals

Photography &
Other Visuals

- stick to your brand colors
- outsource original material

Trends

- Mass Customisation
- Hybrid Printing (Digital + _____)
- Colour Optimisation
- Neon
- Pastel
- Insta-Ready
- Connected Packaging
- Experiential



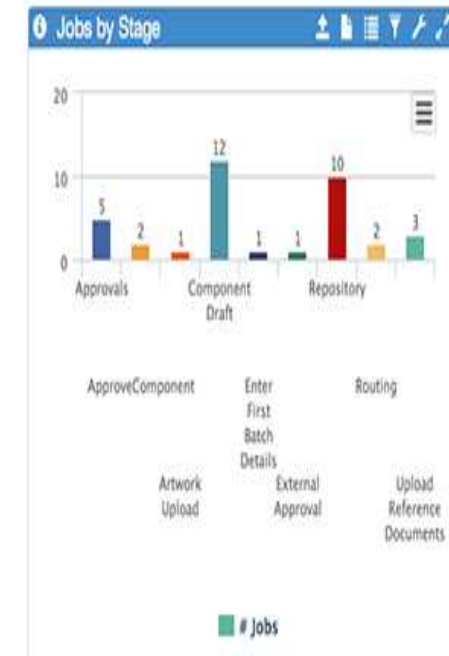
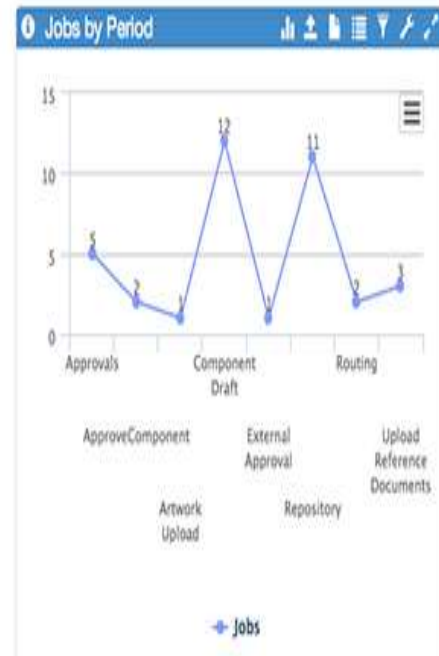
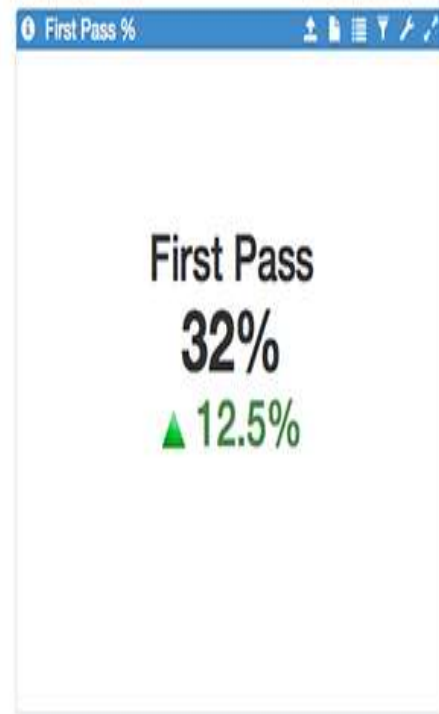
Embellishments



When to use?
How much?

Artwork Management

- Project Dashboard
- Data Collection
- Online Parallel Process
- Cloud based – Anytime / Anywhere
- Easy Tracking with system based reminder
- Access from Design Manager to Quality
- Report Generation
- Minimizes Errors



Modern Day



Forest Stewardship Council



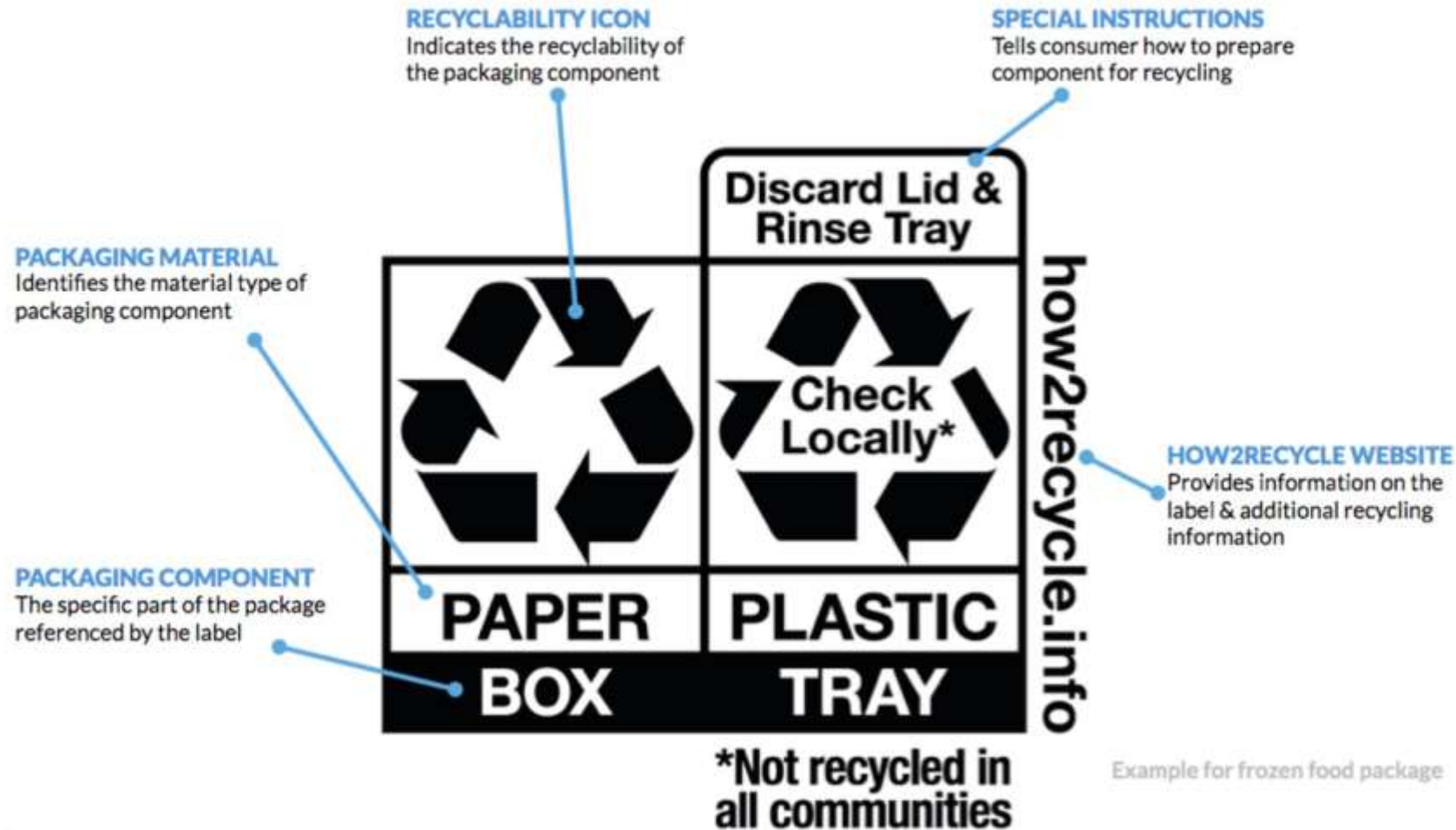
How2Recycle

Get more materials in the recycling bin by taking the guesswork out of recycling.

- Reduce confusion by creating a clear, well-understood, and harmonized label.
- Improve the reliability, completeness, and transparency of recyclability claims.
- Increase the availability and quality of recycled material.



It's a smarter label system.



On-Pack Recycling Label

The ORPL scheme aims to deliver a simple, consistent and UK-wide recycling message on retailer and brand packaging to help consumers recycle more material correctly, more often.

It is now recognised by more than 7 in 10 consumers, over 600 brands now using it.



Sustainability Actions



Extended Producer's Responsibility



Addition to the Artworks



ASTM International Resin Identification Coding System (RIS)

Go Ahead, Share your Story.....

Branding



do not
lose hope,
please believe
that there are
a thousand
beautiful things
waiting for you.

sunshine
comes to all
who feel rain.

r. m. drake