

PRESS RELEASE

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3D Creative Packaging Launch a New Era in Packaging Design

3D Creative Packaging, the carton design specialists and sister company of Curtis Packaging, is launching a new service at Packaging Innovations LONDON 2010 (Stand No. J7). It allows full, true to life prototypes to be created quickly and cost effectively, eliminating the need for expensive handmade mock-ups and wet proofs. For the first time, product packaging can be visualised fully and road tested without expensive test runs.



The innovative system allows the 3D design team to create perfect packaging prototypes by utilising the latest cutting edge technology but at a fraction of the cost of traditional prototype and mock studios. The service encompasses single packs, a selection of designs or even a whole product range for a faster route to market. The 3D system

creates life like packaging for consumer testing, retailer demonstration, logistics and distribution to ensure the final choice fits the bill – helping eliminate the risk of costly production errors.

The 3D system utilises the latest computerised technology allowing the prototypes to be created in a host of materials, designs and print allowing for full visualisation of every aspect of the packaging's properties and drastically reducing the risk of costly production errors .

Steve Mallet, 3D's Director comments, "We see this new service as an invaluable tool for designers, brands and retailers. For example, for one major retailer we've created prototypes for their full seasonal range: for consumer testing and to ensure the packs sit effectively and comfortably on shelf. It brings a completely new era to packaging design".

Steve Mallett continues, “ Most people are put off prototypes because of the high cost of producing one off’s or short run’s, but with our state of the art equipment and experience the service is now far more affordable that people may think”.

Examples and full details of the system will be on display on 3D Creative’s sister company’s stand.
Curtis Packaging, Stand No: J7

ENDS

Editor’s note:

3D Creative Packaging combines an in depth knowledge of product packaging with inspirational and innovative design principles. They work closely with designers and brands to meet the criteria for effective packaging design with guaranteed shelf appeal
www.3dcreativepackaging.com

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