



**3DEXPERIENCE®**

## CONSUMER PACKAGED GOODS & RETAIL **PERFECT PACKAGE**

Optimize packaging in record time with an on-cloud solution



**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

### Optimize CPG packaging in record time

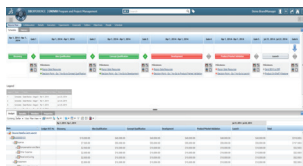
**Perfect Package 3DEXPERIENCE** solution on cloud enables brand manufacturers, design and marketing agencies, packaging suppliers and artwork studios to collaborate together to create breakthrough designs and allows for rapid iterations from sketching the initial concepts to visualizing completed designs 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
- Metal
- Glass
- Liquid Cartons

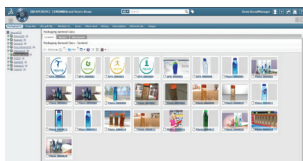
#### Key Value:

- Cut design time up to 50% with process simplification & standardization
- Accelerate time to market and expansion into new geographies by rapidly reusing and adapting designs
- Reduce raw materials costs significantly by formally controlling product specification changes
- Lower expenditure on IT infrastructure and maintenance
- Enhance data creation management and workflow for all levels



#### Perfect Initiative

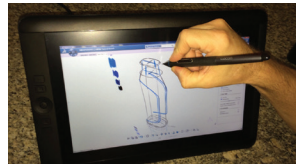
Manage complex packaging projects involving internal and external teams by coordinating efforts in real-time



#### Perfect Packaging Assets

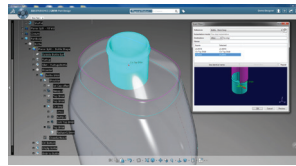
Manage assets digitally to reuse and expand initiatives to new geographies with very little investment

## KEY CAPABILITIES



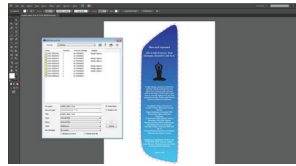
#### Perfect Packaging Concept

Develop detailed concepts in just 48 hours by sketching ideas in 3D just as quickly as using a pen and paper



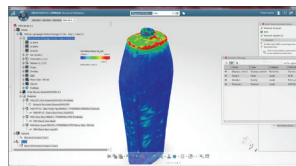
#### Perfect Packaging Design

Engineers can rapidly translate concepts into qualified designs through tight integration between styling and mechanical shape design



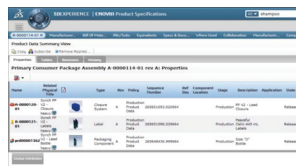
#### Perfect Artwork & Labeling

Integrate the copy and artwork creation process and create new label designs in just 24 hours with centralized asset management



#### Perfect Test

Simulate how a package design will behave at every stage of its lifecycle, resulting in lower costs and speed to market



#### Perfect Specifications

Create 'one version of truth' for the entire product record with a centralized method to author, approve, manage and drive reuse of product specifications



#### Perfect Visualization

Evaluate your concepts and designs in realistic 3D virtual environments and avoid costly and time-consuming physical prototypes

### Also available on-premise

Learn more about **Perfect Package** at [www.3ds.com/perfect-package](http://www.3ds.com/perfect-package)

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

Dassault Systèmes, the 3DEXPERIENCE® Company, provides business and people with virtual universes to imagine sustainable innovations. Its world-leading solutions transform the way products are designed, produced, and supported. Dassault Systèmes' collaborative solutions foster social innovation, expanding possibilities for the virtual world to improve the real world. The group brings value to over 220,000 customers of all sizes in all industries in more than 140 countries. For more information, visit [www.3ds.com](http://www.3ds.com).



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