



**A FEW
EXAMPLES**



SUPERFICIAL PACKAGING

OR, JUST SOME FANCY LABELS...

**Basically what gets posted on pinterest or the internet
generally when “packaging” is mentioned**

DEUTSCHE SEE

BY FELDMAN + SCHULTEN DESIGN

CLEARX

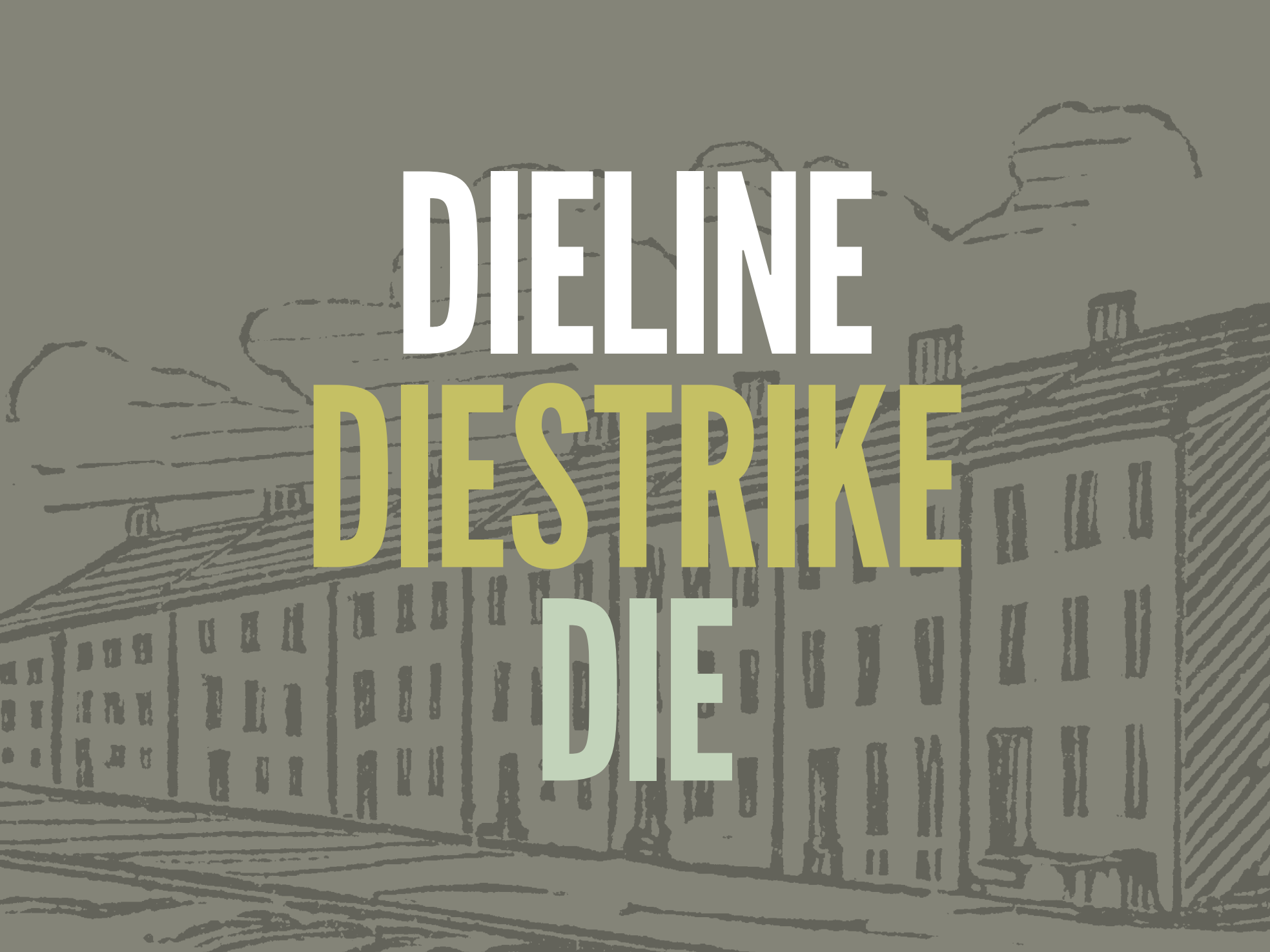
BY D. ALDER FOR TARGET

CASTOR & POLLUX

BY SANDSTROM DESIGN



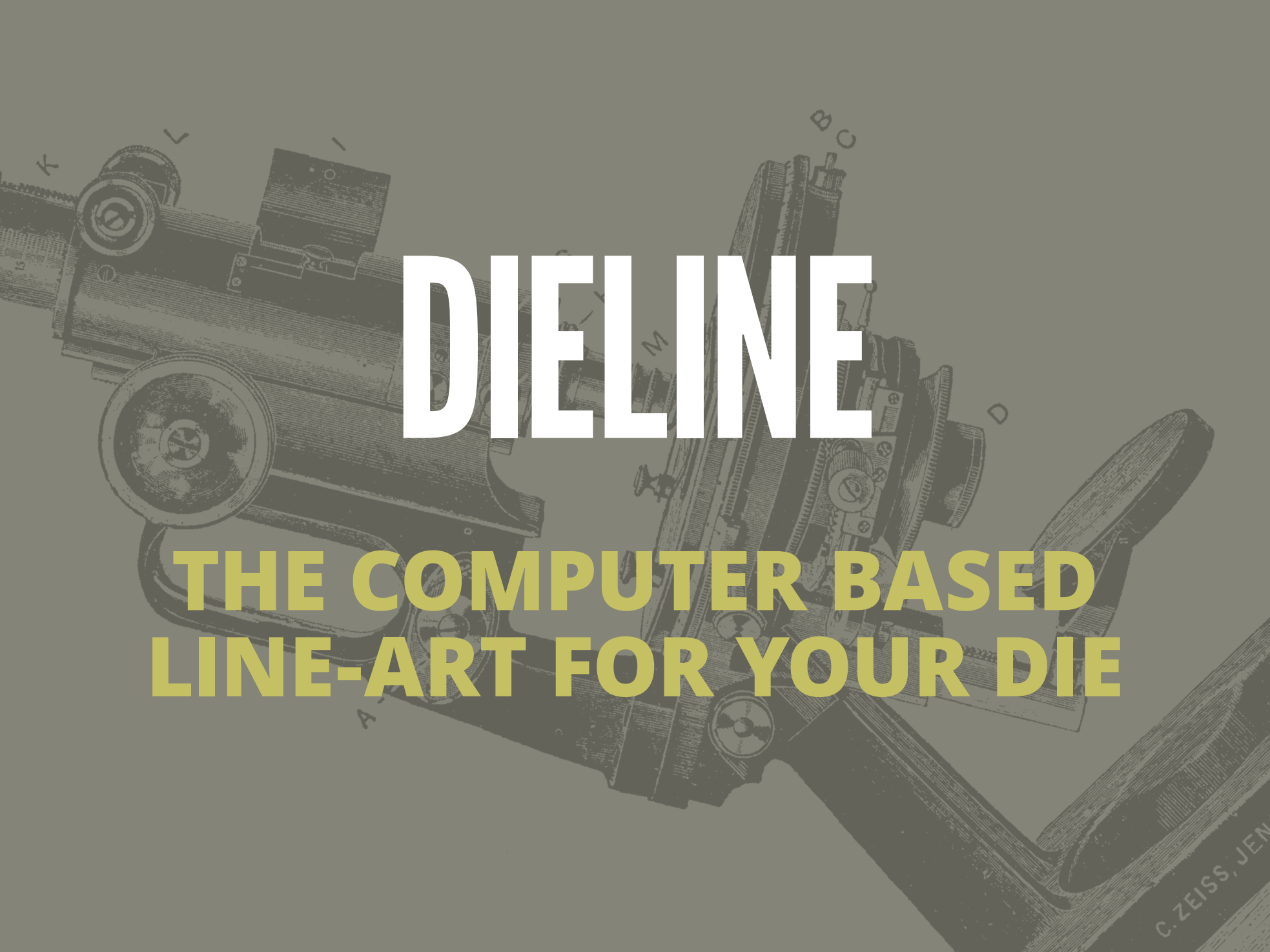
**Let's talk
about dies.**



DIELINE

DIESTRIKE

DIE



DIELINE

**THE COMPUTER BASED
LINE-ART FOR YOUR DIE**

C. ZEISS, JEN



DIESTRIKE

**A PRINTOUT OR COPY
OF YOUR DIELINE**



DIE

**THE ACTUAL, PHYSICAL
OBJECT USED TO MAKE
YOUR FORM BY THE
PRINTER/MANUFACTURER**



DIGITAL

PHYSICAL



okay,
TIME TO SPLIT UP

*& talk about
your “research”*



PROTECT
@ INFORM
\$ SELL



CONTAINMENT

@ **SECURITY**

+ *PROTECTION*

% **CONVENIENCE**

& **INFORMATION**

\$ *MARKETING*

A topographic map with contour lines and elevation markers, rendered in a light gray tone. The map features various contour lines, some labeled with numbers like 10, 20, 30, 40, 50, 60, 70, 80, 90, and 100. The map is oriented diagonally, with the top-left corner being the highest point and the bottom-right corner being the lowest point.

COMMODITIES

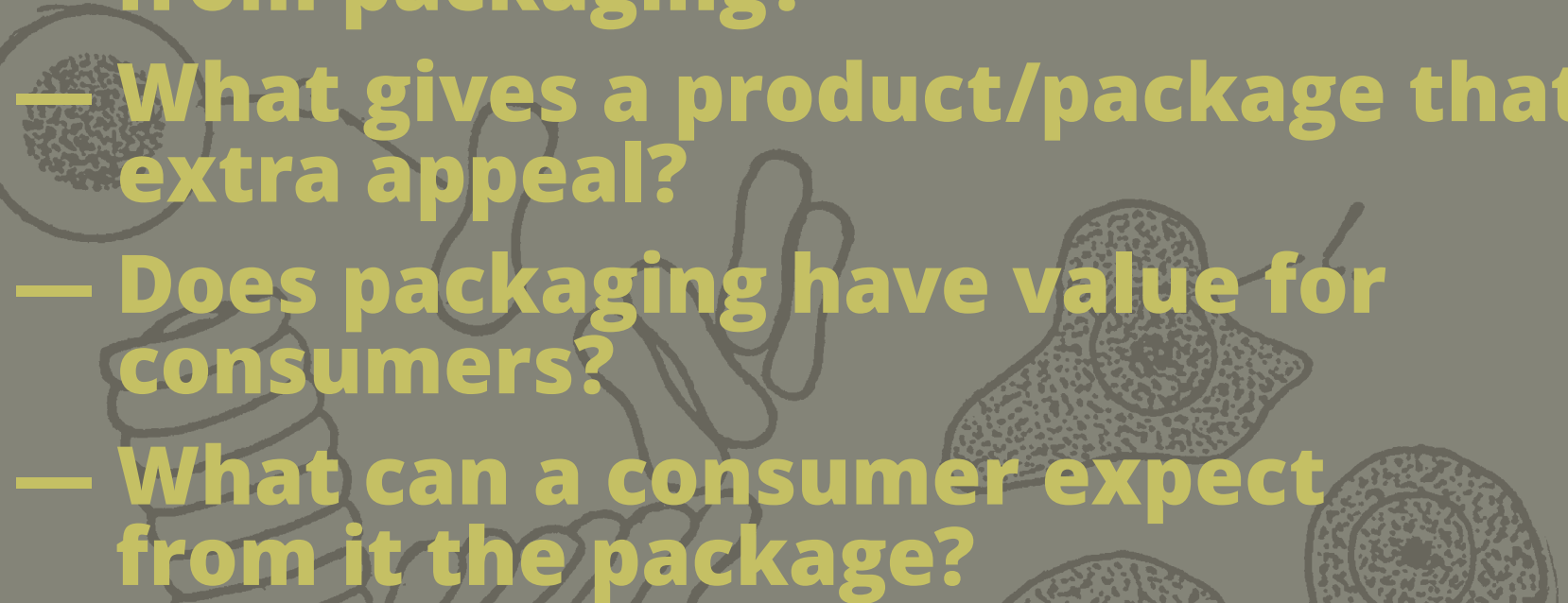
**The more of a commodity
your product is the more
packaging plays a role in
its differentiation.**

MATERIALS CRITERIA

Here are some major considerations for selecting materials:

- What's best for our consumer?
- What's best for our product?
- What's best for our margins?
- Do we/Can we own a shape or delivery mechanism? (can we find a better way to do it?)
- Should we differentiate through structural innovation?

ADDITIONAL ?s

- What should a purchaser learn from packaging?
 - What gives a product/package that extra appeal?
 - Does packaging have value for consumers?
 - What can a consumer expect from it the package?
- 

etchings from <http://etc.usf.edu/clipart/>

type: Open Sans, Gentium Book Basic, LEAGUE GOTHIC,
Friz Quadrata