



PRINT IS EVERYWHERE



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Have you ever bought something because it looked cool on the outside?

Designers and marketers have many strategies to attract consumers to a brand. Most of them rely on the buyer's willingness to judge a product by its cover. But the attractiveness of a box's design is just the initial stage of packaging. Teams of creative engineers work to ensure its functionality — because a defective package will almost always lead to a defective sale. That's why commercial packaging plays a vital role in the print industry.



BOXED IN

In the commercial world, packaging is the curtain that unveils a product. Companies are continuously thinking “outside the box” when it comes to packaging their product, but there’s a whole team responsible for making that vision a reality.

Think about Crayola’s 64-Color Crayon Box with the built-in sharpener. The box opens like a mouth to reveal all 64 alluring crayons color-coded in cascading tiers. Each waxy drawing utensil was measured to fit perfectly in its resting spot. An exact hole is created to fit the sharpener. If at any point in this crayon box’s creation a mistake was made (such as printing the wrong color, cutting it incorrectly, folding it the wrong way or gluing it in the wrong spot), it would lose all functionality.

Care and precision is delivered in the production of every commercial package, whether it be a crayon box, a 6-pack holder, a milk carton or a Happy Meal.

AUGMENTED REALITY

Augmented Reality has been developed to “augment”, or enhance, the way we interact with media. Augmented Reality (AR) uses video to integrate digital technology with a user’s environment in real-time. Third-party phone apps pair with specially printed packaging to allow consumers to interact and engage with their environment. One example of AR being used on a mass scale is the popular gaming app, Pokémon GO. This game uses geographical locations to bring to life Pokémon characters. Now, AR is being used in printed materials, enabling players to interact with their favorite characters like never before.





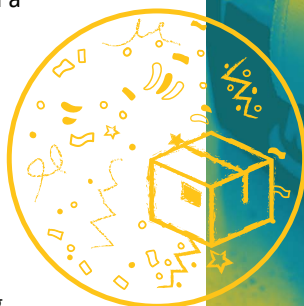
Another example of AR is an Australian wine brand called 19 Crimes. When you scan a 19 Crimes wine label using a free AR app on your phone, the accused comes to life and tells the story of one of the 19 Crimes. AR is used in various catalogs and advertisements to digitally bring to life advertisements of furniture, makeup, clothes, jewelry and more. With AR, print literally jumps off of the page.

PACKAGING SETS THE STAGE

Professional printing is never as easy as hitting ctrl/command P on your keyboard. Packaging has to be carefully measured, planned and tested before design can even begin or you would end up with an upside down cereal mascot, nutrition facts that get cut off or products that don't fit inside their box. To designers, packaging is just as important as the product itself.

Once the mechanics are mastered, the design of a package can take on a life of its own. Iconic packaging seen from companies such as Tiffany & Co., Apple, Nike and the McDonald's Happy Meal have revolutionized the way consumers view commercial packages. We've grown to love the boxes as much as what's in them.

Exceptional design of packaging is revolutionizing the way consumers interact with every product around them.



DID YOU KNOW?



The Augmented Reality Game That Changed It All

Pokémon Go had 15 million downloads in its first week of release. It also set a new record by generating \$200 million in revenue in the first month, earning seven times more than Candy Crush in its first month, and nearly doubling Clash Royale.

Nike's Most Sustainable Invention Yet

Nike is a pioneer in its industry when it comes to innovative yet sustainable packaging. They produced a shoe box entirely made of post-consumer materials—think milk and orange juice containers, coffee lids, etc. This design can not only hold your shoes, but doubles as a backpack or storage system. This inventive design is the perfect blend of renewable materials and aesthetics.

Apple's Secret Place

If you have ever opened an Apple product box or seen a video of the unveiling, you've experienced the simplicity and beauty of Apple's packaging designs. Apple has created an entire culture around their product packaging. At their headquarters, they have a designated area dedicated to developing packaging designs and even employ a dedicated package opener whose sole job is to open packages over and over again.

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