



The CrownBoard Experience



Take the fast lane
to better packaging



Move fast from idea to realization – a Rapid Design Workshop together with our packaging experts cuts lead times in the development process. Digital workshop or IRL, it's your choice.

The Rapid Design Workshop is a method where our packaging experts develop a new packaging concept together with the brand owner. The participants – often a brand manager, a marketing manager, an in-house designer – bring their respective visions and expectations to the table.



Idea

The initial phase of the concept focuses on the big idea: the purpose of a new package. What is the product and what do you want to achieve? What brand constraints do you face and which aspects need to be optimized? CO₂ or cost reduction? Alignment with an existing product line? Visual impact?

Sketch



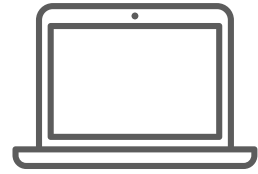
Sketching is an open forum. It's all about visualization of ideas and thoughts. How the idea comes to life. Compare the options and alternatives, reduce their numbers to just a few that you can work with. The workshop can be digital or IRL. The advantage of a digital workshop is that you can involve many participants – and no one has to travel.



Structural design prototype

Here is the phase where the sketch is given a physical form. The CAD-produced prototype is a true-to-life model with the right material, shape, dimension, structural design, and construction features – such as lock, open/close, dispensing, user friendliness. The prototype allows for testing under realistic conditions. Tests can for instance be about compression strength, stability, stackability, taste and odor, and lightweighting possibilities.

Graphic design sketches



Development of the structural design and sketches for the graphic design are run in parallel to save time. This also adds to a sense of urgency, an effort to get the job done. Also, if the workshop is conducted on a digital platform, designers can work more efficiently as they stay in their familiar work environment with access to the tools they are used to. Prototypes and/or drawings are delivered for detailed graphics and decor tests.



Your new packaging concept

At the conclusion of the workshop, the result of the development process is seen in the final drawings that the team agrees on. With the right print and decor, you have a full simulation of a finished packaging solution.

It's a fast and smooth process. Our recommendation is to do the job in two short workshops, on two days preferably in the same week. This allows for prototyping and graphic design between the two stages.

The Rapid Design concept can cut your development lead times
– for more information please contact us at:
www.billerud.com/packaging-materials/cartonboard/contact

Our packaging specialists support you with innovative structural design and packaging optimization. They use advanced, scientific equipment for verifying the performance of prototypes. You get advice, recommendations and ready-to-use packaging solutions. You can sign up for workshops and seminars about anything from the possibilities of the cartonboard material and efficient production through to lightweighting and environmental aspects of packaging.

**We make high performance packaging
materials for a low carbon society**



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