



BILLERUDKORSNÄS

## The CrownBoard Experience



Take the fast lane  
to better packaging



*“Move fast from idea to realization – a Rapid Design Workshop together with our Carton Solutions experts cuts lead-times in the development process. Digital workshop or IRL, it’s your choice.”*

**The Rapid Design Workshop is a method where Carton Solutions develops 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 has a focus on the big idea: the purpose of a new package. What to achieve. What product to pack. What the brand manual says. What aspects to optimize? Is it CO<sub>2</sub> reduction? Alignment with an existing product line? Visual impact? Cost control?

## Sketch



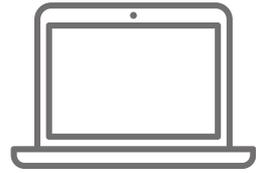
Sketching is an open forum. It's all about visualization of ideas and thoughts. How the idea comes to life. Compare the options and alternatives, reduce their numbers to just a few that you can work with. The workshop can be digital or IRL. The advantage of a digital workshop is that you can involve 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 odour, and lightweighting possibilities.

# Graphic design sketches



Development of the structural design and sketches for the graphic design are run in parallel. Running the two processes simultaneously saves a lot of 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

The result of the development process, and the conclusion of the workshop, is 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. When doing it on two separate occasions, you allow for prototyping and graphic design during the time inbetween.”***

The rapid design concept can cut your development lead-times  
– for more information please contact us at:  
[www.billerudkorsnas.com/packaging-materials/cartonboard/contact](http://www.billerudkorsnas.com/packaging-materials/cartonboard/contact)

# Carton Solutions

Our team of packaging specialists supports you with innovative structural design and packaging optimization. The Carton Solutions team 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 climate-smart packaging.

**We challenge conventional packaging  
for a sustainable future**



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