



3DEXPERIENCE®

CONSUMER PACKAGED GOODS & RETAIL **PERFECT PACKAGE**

Industry Solution Experience



**50 PERCENT
OF PACKAGING
INITIATIVES FAIL.
HOW DO YOU
IMPROVE THE
ODDS?**

Companies need to work carefully to make sure new packaging initiatives deliver the results they want. But, most packaging initiatives fail. Dassault Systèmes Perfect Package Industry Solution Experience, powered by the **3DEXPERIENCE®** platform, creates an immersive 3D design and virtual testing environment that mimics the real world. With Perfect Package, you have the capabilities to help cut design time up to 50 percent, material and design costs 30 to 50 percent, and virtually eliminate costly recalls and quality incidents, while improving product awareness and sales.

The Hard Truth About New Packaging Initiatives

Delighting consumers is critical in today's evolving retail environment. It starts on shelf, and product packaging can help drive the shopping experience and product success. The right packaging can move consumers to put your product in the basket. But, half of all new packaging initiatives fail. Here are some startling statistics:

- Shoppers make many purchase decisions within 5 to 8 seconds
- Packaging is #1 in driving awareness and purchase at shelf
- Only 10 to 15 percent of new package designs have immediate positive impact
- 50 percent of new packaging performs worse than what it replaced

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 recalls.

What if you could break down these silos and get everyone working together using an integrated business platform?

Introducing Perfect Package

Dassault Systèmes Perfect Package is a 3D Industry Solution Experience that helps organizations inside and outside your company collaborate more effectively to create breakthrough designs, from sketching initial concepts to putting completed packaging in store.

Breaking down the silos of the packaging process and moving to an integrated packaging platform can:

- Cut design time up to 50 percent
- Cut material and design costs between 30 and 50 percent
- Virtually eliminate costly packaging-related recalls and quality incidents
- Drive reuse of existing designs to accelerate expansion into new markets at a fraction of the cost



Perfect Package is scalable. You can apply solutions now to the critical process issues you want, and then add more capabilities to create your full packaging process solution over time.

Create and validate new packaging concepts in hours instead of weeks

- Sketch concepts directly in 3D
- Create photorealistic images and put them in any context (at home, in store, on shelf)
- Get immediate feedback from consumers without physical prototypes

You can create breakthrough designs and get consumer feedback much earlier in the process to improve packaging success rates.



Consumers can see photorealistic packaging concepts in both an in-store and in-home context to help accelerate package validation efforts without creating costly prototypes.

Optimize package designs for performance, cost, and sustainability while cutting design time up to 50 percent

- Test package performance during design
- Simulate mold, manufacturing, and package performance
- Reduce package weight 5 to 10 percent, for lower materials usage and transportation costs
- Simulate consumer experience to help ensure delight

Integrated design, engineering, and simulation can cut design time 50 percent and lower material costs 30 to 50 percent while improving sustainability and consumer delight.

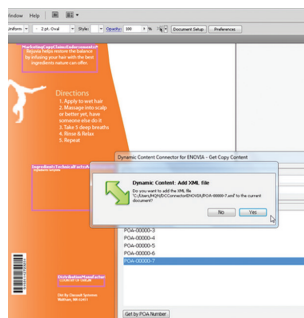


Package and process engineers can quickly iterate on package shape and materials, and then simulate the effects of stacking, crushing, dropping, sloshing, and filling to prove their designs.

Virtually eliminate quality issues and recalls through better copy and artwork management

- Eliminate errors from “cutting & pasting” copy or retyping labels
- Create artwork-structured “templates” and reuse them multiple times
- Collaboratively edit, translate, and approve artwork on a “just-in-time” basis

Perfect Package copy and artwork management tools can cut an 8 to 12 week process down to a series of clicks that can be completed in minutes, helping you easily and accurately adapt labels for a new geography.

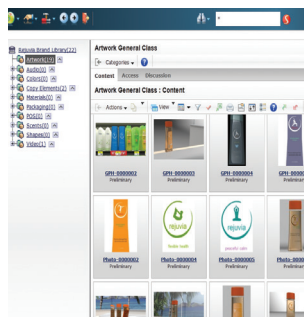


Companies can create new line extensions from existing brand copy elements and translations in a few clicks. The new copy can be imported into artwork design tools and templates to accelerate the artwork process without sacrificing quality.

Drive reuse through improved visibility and collaboration

- Easy access to existing packages, where they are used, and who makes them
- Lower agency fees by having all digital assets in one place
- Automated tools to adapt packages or create a packages family
- Material savings from managing the package specification

Teams can design new ideas faster or reuse existing assets to expand into new geographies with very little investment and while improving innovation productivity.



Designers can now see previous designs, labels, and materials instead of calling different agencies and suppliers to find what they need. This helps jumpstart the design process while significantly lowering costs.

WHY CONSIDER DASSAULT SYSTÈMES FOR YOUR PACKAGING NEEDS?

Dassault Systèmes has helped Consumer Packaged Goods (CPG) manufacturers and packaging suppliers rethink package design. Our clients produce more than 635 billion packages each year using the Perfect Package Industry Solution Experience.

The Power of the 3DEXPERIENCE Platform

The 3DEXPERIENCE platform connects people, ideas, data, and processes so everyone, both inside and outside the enterprise, can work together to help create great packaging. It can help bridge the silos of design, marketing, engineering, and manufacturing, as well as connect to external design agencies, artwork studios, mold engineers, and suppliers through a single solution.

Perfect Package provides an intuitive, unified navigational interface and social collaboration applications built around the entire packaging process from "concept to shelf". Teams across the packaging ecosystem can review the same business dashboard across multiple sources of data, share packaging assets, and collaborate in a project specific community.

Teams can work concurrently on packaging efforts on the 3DEXPERIENCE platform using the latest designs, graphics, and copy. It helps turn what has been a serial development process plagued by multiple rounds of rework, resulting in sub-optimal designs, into a concurrent design process integrating internal and external organizations to help create breakthrough packaging in record time.

Rethink Package Design

Perfect Package Industry Solution Experience can help cut design time and costs up to 50 percent while virtually eliminating packaging related recalls and quality incidents and accelerating speed to market.

Join other leading CPG manufacturers and packaging suppliers from around the world and use Perfect Package to help answer your product packaging needs.

Learn more about Perfect Package at
www.3ds.com/perfectpackage.

Dassault Systèmes provides strong opportunities to coordinate packaging design, label and artwork content, and formulations in a well-orchestrated infrastructure.

Gartner, Inc.
A Guide to PLM Providers for Formulated Packaged Goods Industries,
December 2012

P&G is excited to partner with Dassault Systèmes to digitize our packaging and qualification process. This will help reduce our time to design new packaging by over 50 percent.

Bruce Brown,
Chief Technology Officer, Procter & Gamble

Everything is now instant and that is creating an atmosphere where consumers are changing the way they purchase and how they interact with brands. Our customers are asking, 'How do we decrease our lead times and get to market faster?' We have set an aggressive goal to shorten the lead time from 18 months to 6 months. Dassault Systèmes 3DEXPERIENCE platform, combined with our extensive global secondary packaging expertise, puts us on a direct path to success.

Bill Cecil,
VP Machinery and Automation, MeadWestVaco

With the 3DEXPERIENCE platform, we can digitally exchange ideas, which is faster, more intuitive, and results in few to no packaging recalls.

Marco Rossi,
IT Business Process Support Director, Barilla

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 190,000 customers of all sizes in all industries in more than 140 countries. For more information, visit www.3ds.com.

