



Role of Pack design & Innovation in the business enterprise

Session moderated by—
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Pack design and the business enterprise

Pack design

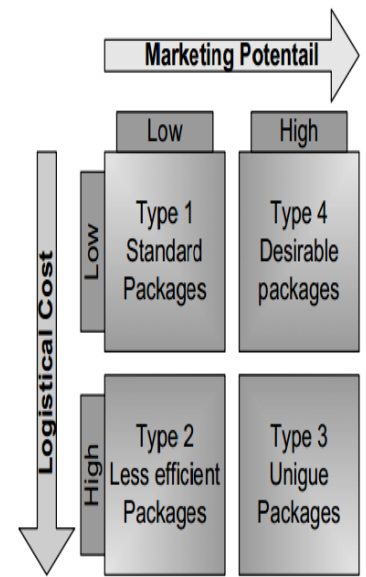
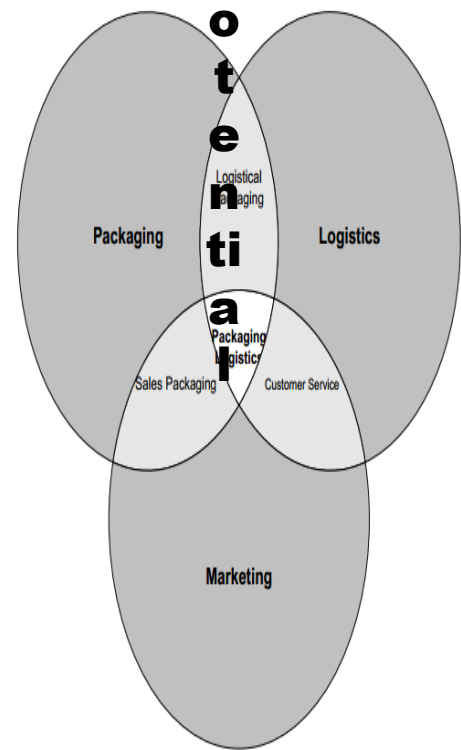
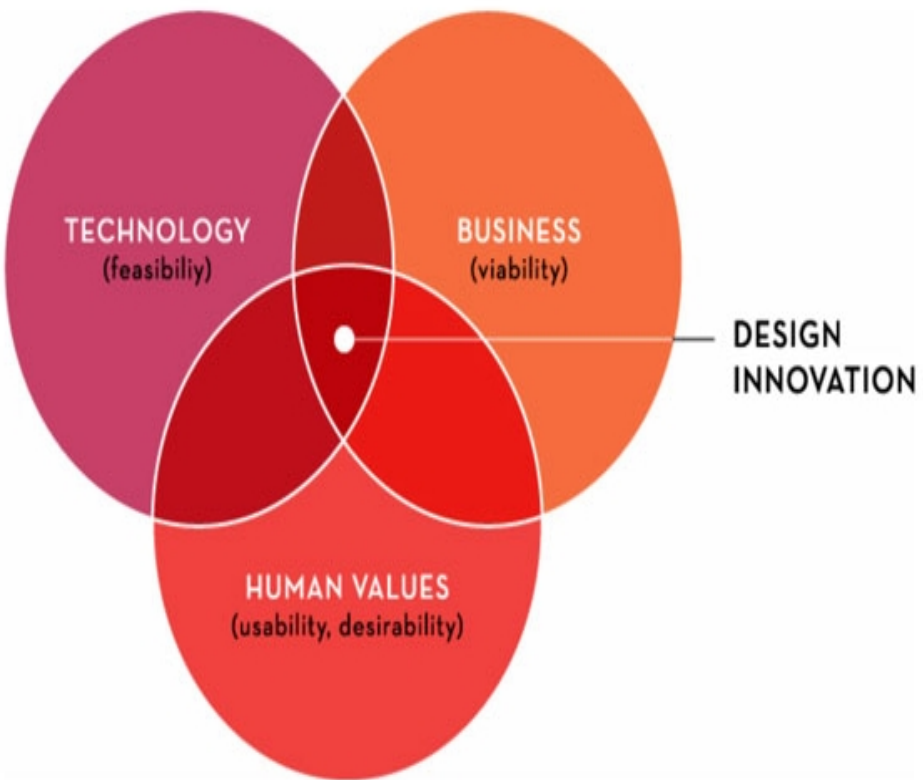
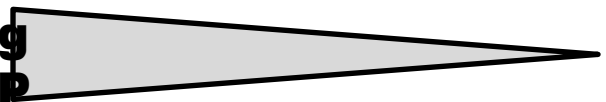
or

Package design

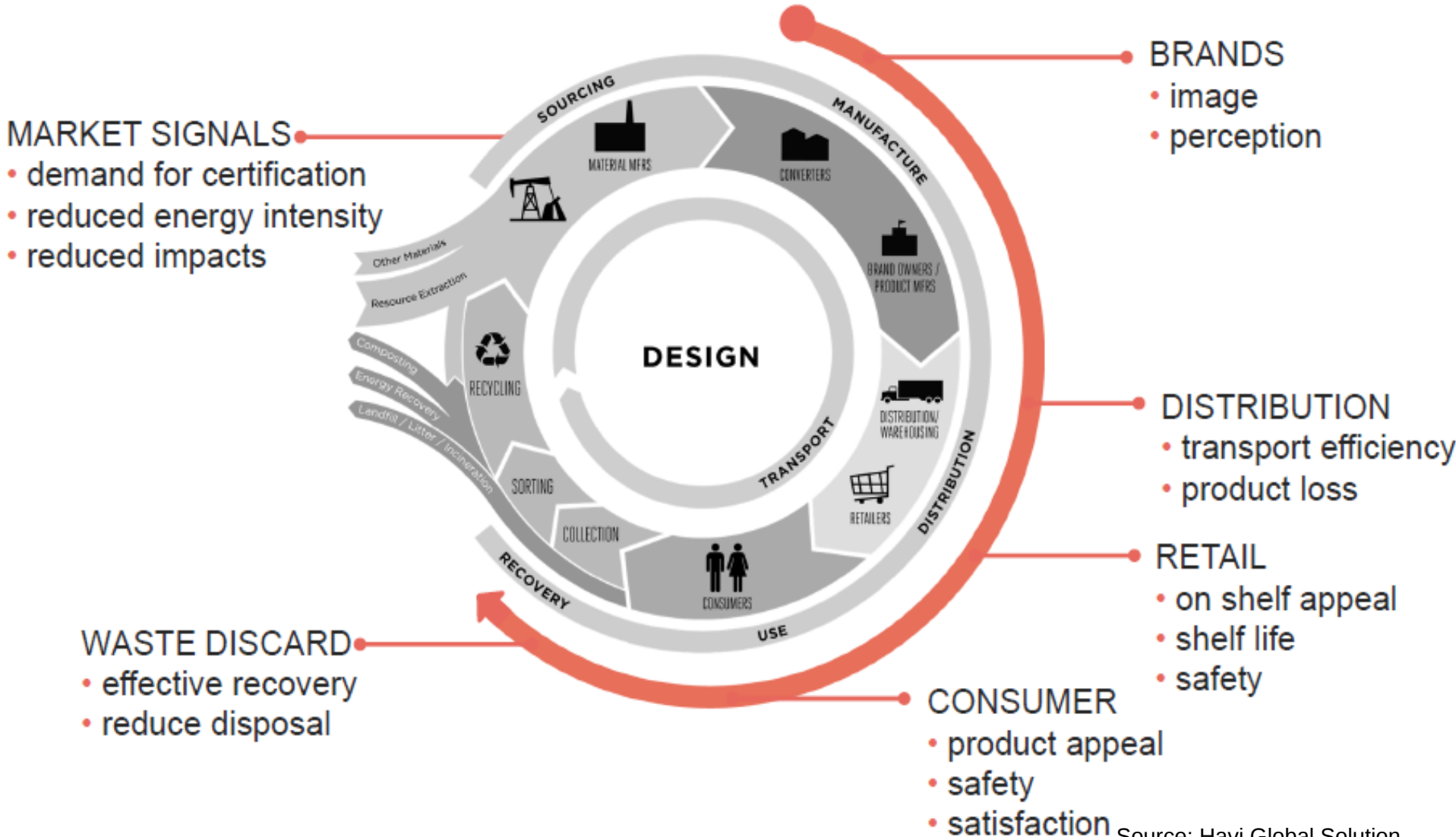
- Three or more independent design groups
- From component based to systems thinking

Design is not just what it looks like and feels like. Design is how it works.
-Steve Jobs

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Implication of Design choices



Influencers - pack design



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Case Study- Hormel Optimizes package design

- Hormel has a packaging design team which undertook 60 projects and completed 37 projects in 2013
- The top projects included

"Advertising is the price you pay
for being unoriginal"
-Yves Behar

Thank you



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