

■ ABOUT US

PackAge. We are A complex team of INDUSTRIAL design who have mastered GRAPHIC and STRUCTURAL design as well as strategic and creative package marketing solutions.

Mission and goals. To create a convincing, commercially effective and user-friendly package of the near future, which remains fresh and attractive in the course of time.

Philosophy. The memory of a product may be successfully improved from 3 to 6 times by a high-quality image that flickers emotions. Individuals accept most of information through eyes in order to satisfy their reproductive and nutritional needs as a result of human evolution – even half of the brain processes are dedicated to processing information received by eyes. Therefore, appropriate images and other well-thought solutions in packaging are very important for positioning a product/service, its promotion and introduction, boosting loyalty, standing out among other products on the shelf, convenience of consumption, extension of product expiry term, reduction of logistic costs and achieving other objectives.

Assign us a task, set targets and we will think of a way how to achieve them.

■ SERVICES

Structural design. Aesthetical, functional, ergonomic, technical development of plastic / cardboard / glass / aluminium / **packaging**, PET / glass / aluminium /metal **containers**. Design sketching, 3D modeling, prototyping, production coordination.

Graphic design. Development of brand/product name, development of the concept of a product line design, corrective solutions for the design of packaging already created, development of characters. Design of promotional, product display, visual merchandising items–secondary packages, stands, displays, wobblers/markers.

Package marketing. Package marketing solutions, package research, brand research, package audit and solutions for optimisation of structural and graphic design.



OUR ADDRESS

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