ArtSy(nc)

PACKAGING

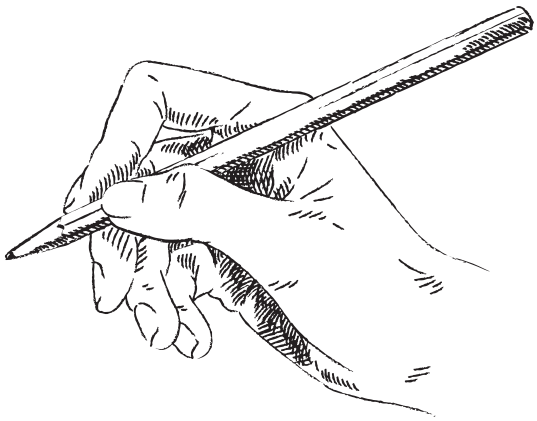
TEAM 3

EPS 2024

DRAW

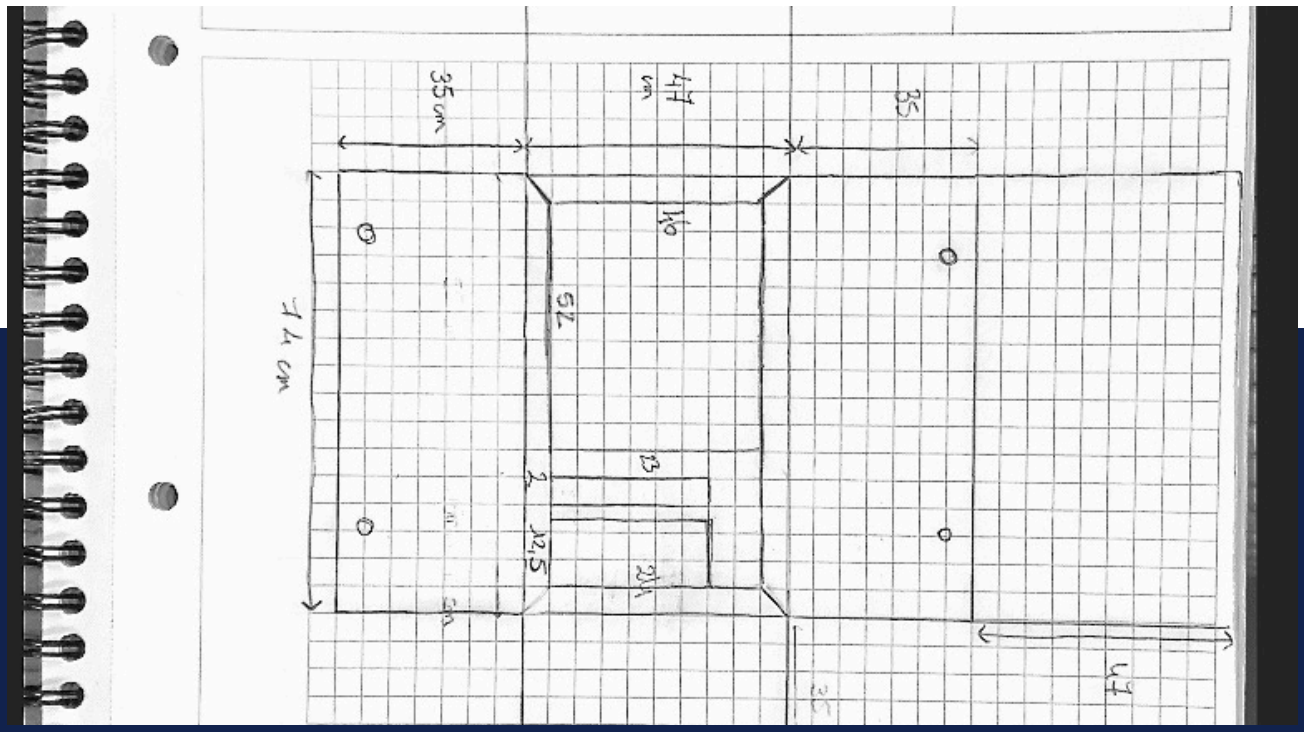
ARTSY(NC)

At ArtSy(nc), the creation of innovative and practical packaging begins with a methodical process combining creativity, research and an in-depth understanding of the specific needs of our products. These first steps are crucial in laying the foundations for a design that effectively protects our products while making them easy to transport and store.
We start by brainstorming with our team. Together, we explore new ideas and develop innovative concepts based on our artistic identity and mission. The aim is to capture the unique essence of ArtSync through our packaging.



We then focus on understanding the specific packaging requirements for our ArtSync products. Protection is our top priority, followed closely by ease of transport and storage. Our aim is to design packaging that guarantees the safety of our products while being practical for our customers.
Once these key aspects have been defined, we move on to the hand-drawing stage. Armed with pencil and paper, we translate our ideas into detailed sketches. These initial drawings capture the essence of our vision, exploring different possible shapes, structures and functionalities for our packaging

This initial process represents the exciting starting point for creating distinctive and effective packaging that embodies the creative soul of ArtSy(nc) while meeting the practical requirements of our products.



Packaging plans on Artios

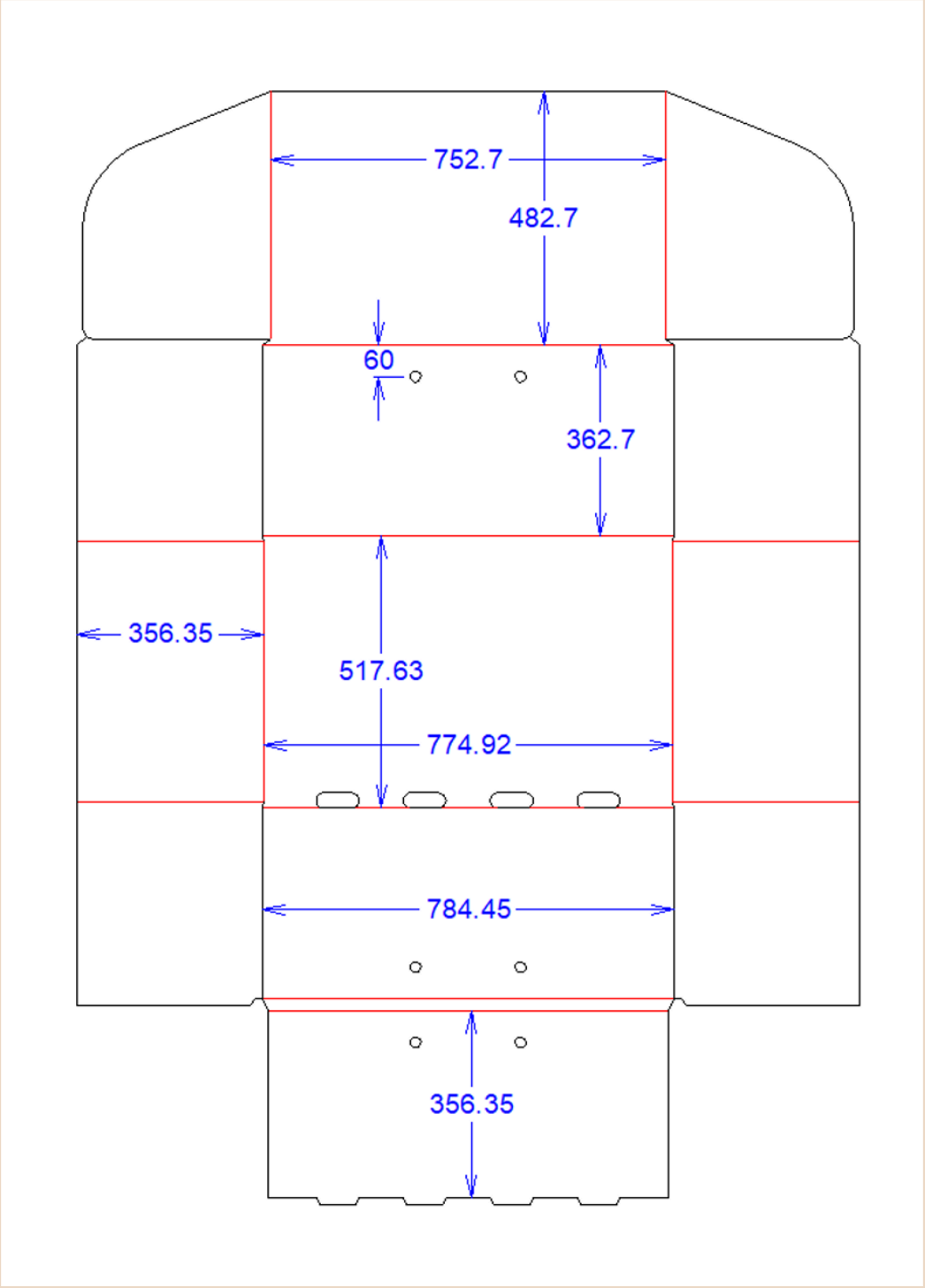
PACKAGING SOFTWARE

Artios is a computer-aided design (CAD) software package specially designed for the design and production of packaging. It is developed by Esko, a company that provides software and hardware solutions for the packaging, printing and labelling industries.

ArtiosCAD, Esko's flagship product in the Artios family, is widely used by packaging professionals to create designs for boxes, displays, displays and other types of packaging. The software enables packaging to be designed accurately in 3D, taking into account technical specifications and manufacturing constraints.

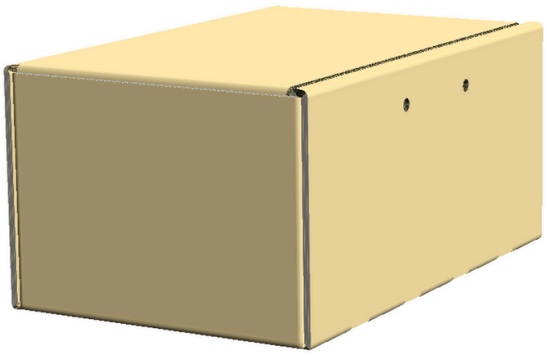
Artios packaging plans

EXTERIOR



3D PACKAGING

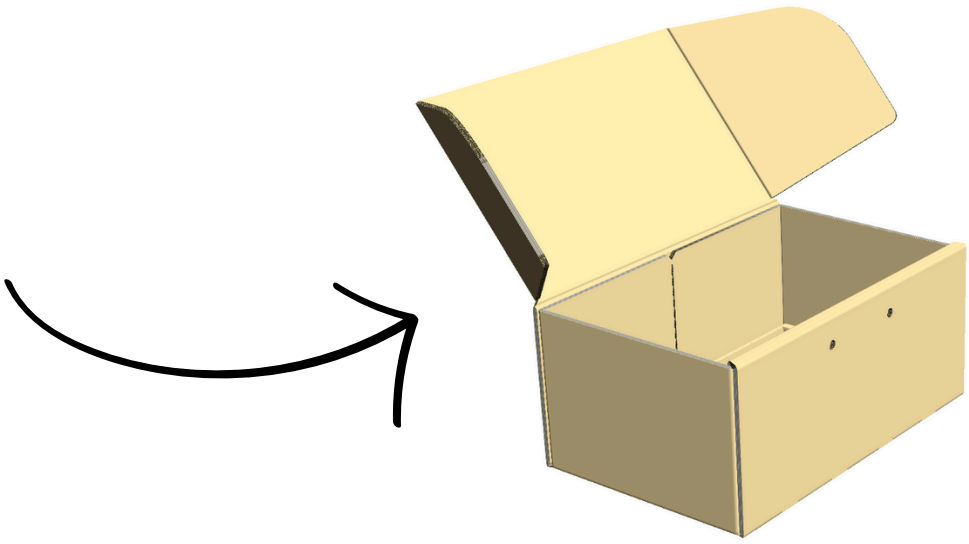
DIFFERENT POINTS OF VIEW

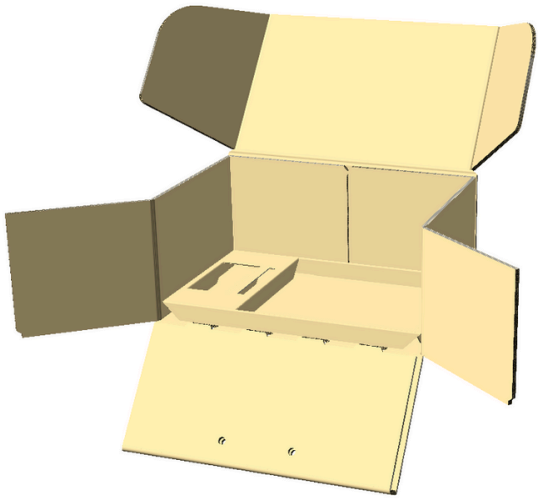


CLOSED BOX

The box doesn't need any glue to close, thanks to its design with flaps.

OPEN BOX

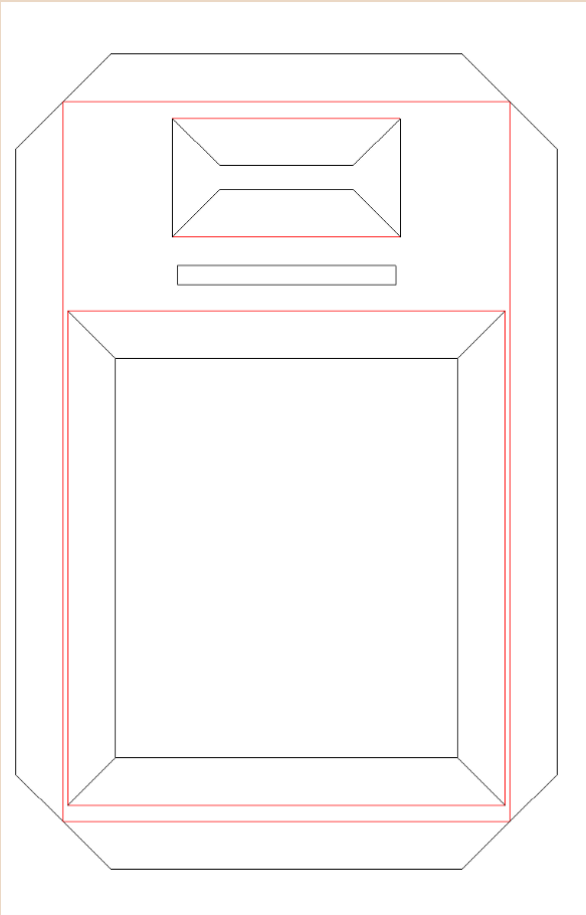




THE INTERIOR

Inside we can find a callage to hold the box for the video projector, a computer and the video projector.

Layout plans on Artios



A cushioning system is used to secure and protect the products inside the packaging during transit. Its main role is to hold products securely and stably in place to prevent damage, shocks and vibrations that may occur during transit.

Reasons why cushioning is important in packaging:

- Retention:

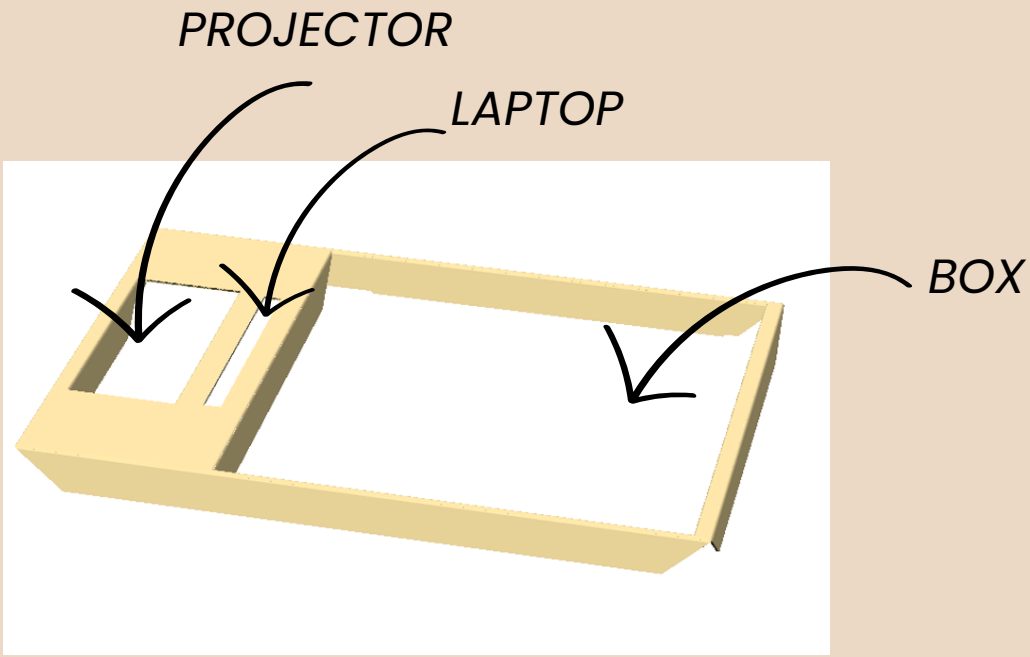
A good cushioning system holds products firmly in a fixed position inside the packaging. This reduces the risk of excessive movement, which could lead to breakage or damage. It prevents products from shifting or colliding inside the packaging.

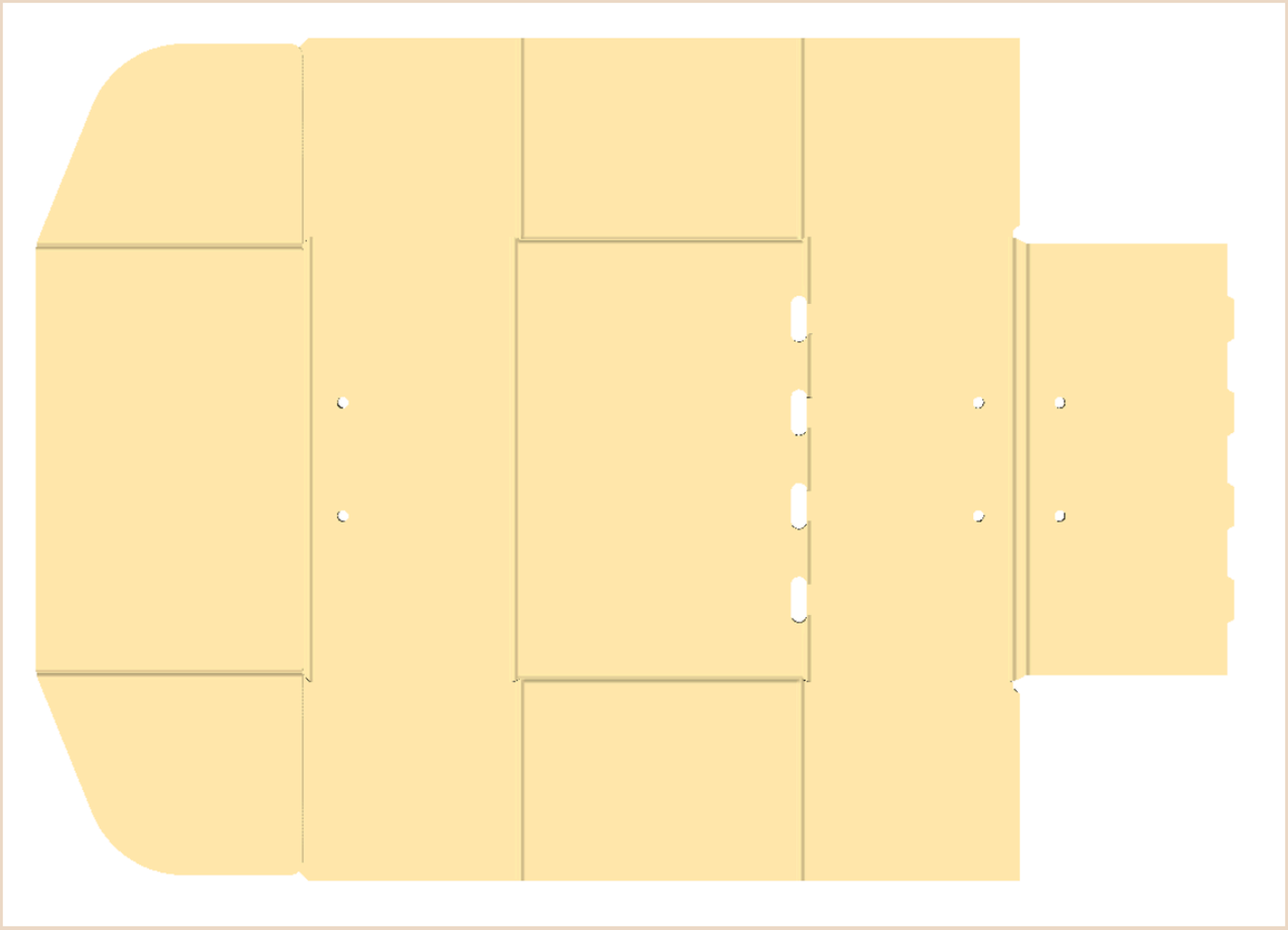
- Space optimisation:

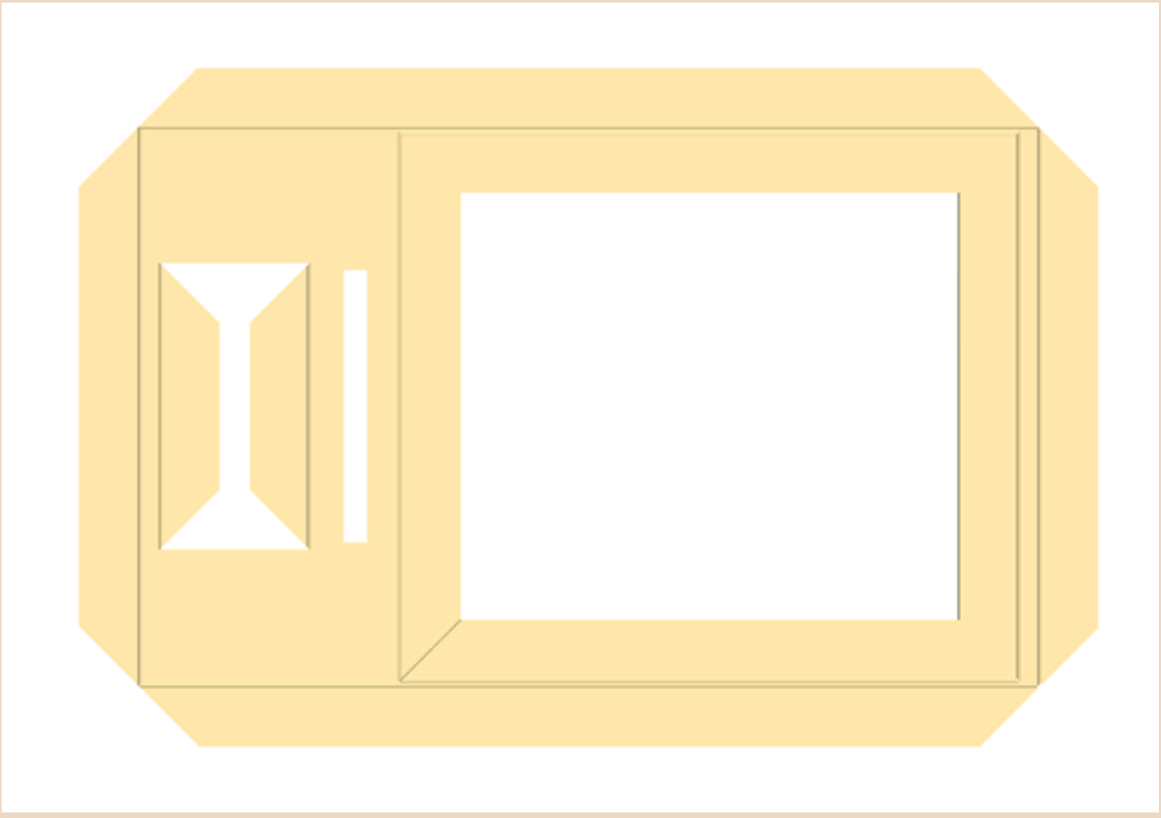
As well as protecting products, an effective cushioning system can also optimise the use of space within the packaging. This ensures more compact and efficient packaging.

- Prevention of excessive movement:

Wedging reduces the risk of excessive movement of products during transport. This is particularly important for fragile, sensitive or valuable products.







MATERIALS

CORRUGATED CARDBOARD

We chose corrugated board for our packaging for a number of reasons:

1. Product protection:
Cardboard offers excellent protection for the products it contains. Depending on the thickness and type of board used (such as corrugated), it can absorb shocks, prevent damage and maintain the integrity of products during transport and storage.

2. Versatility:
Cardboard can be easily adapted to different shapes, sizes and design requirements. It can be cut, folded and shaped to create a variety of bespoke packaging to meet specific product needs.

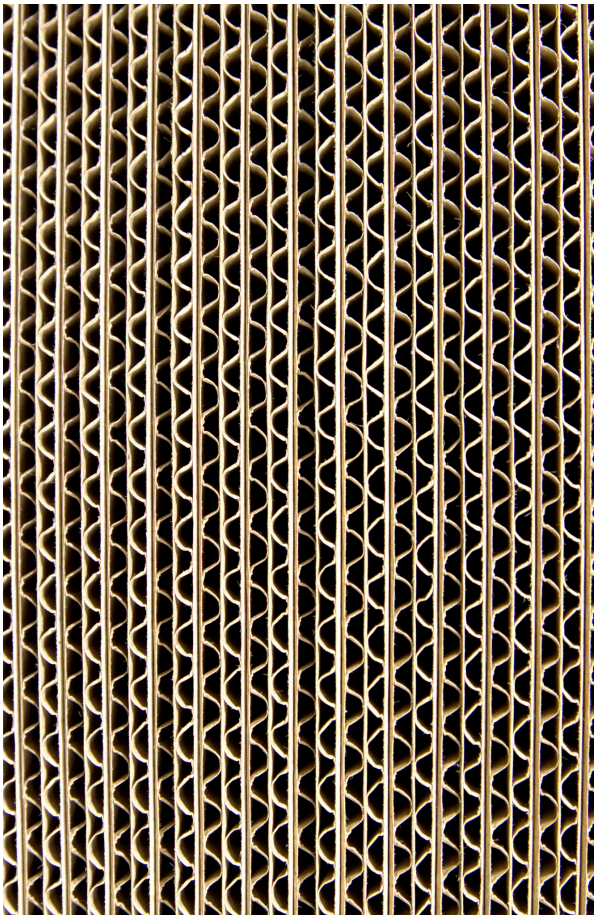
3. Lightweight:
Paperboard is lightweight compared to other packaging materials such as wood or metal, reducing transport costs and minimising the carbon footprint associated with logistics.

4. Customization:
Paperboard is a highly adaptable material for printing and personalisation. It offers an ideal medium for creative designs, logos, product information and attractive graphics that can reinforce brand image and attract customers.

5. Sustainability and recyclability :
Paperboard is made from renewable cellulose fibres and is highly recyclable. This makes it an environmentally friendly choice compared to other non-sustainable packaging materials. In addition, many consumers appreciate cardboard packaging because of its ability to be recycled or composted.

6. Cost effective:
Cardboard is more affordable than other packaging materials such as plastic, metal or glass. It therefore offers a cost-effective solution for businesses, while providing good protection and attractive product presentation.

In short, cardboard is a versatile, effective and environmentally-friendly choice for packaging. It combines features such as product protection, creative customisation, light weight and recyclability, making it an attractive option that respects ArtSy(cn)'s values of quality and environmental impact.



- **EASE OF TRANSPORT**
- **PROTECTION**
- **REUSE**
- **SUSTAINABLE MATERIALS**
- **REPRESENTS ARTSYNC**

Integrity, innovation and commitment: the pillars of our approach.

“Artistic Equality by Connecting Creativity.”