

Title Modern ways for efficient design and construction of flexible packages
Author Dr. Ingo Bueren
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Abstract

Consumer based markets are characterized by a fast turnover of concepts and products. Packaging for these markets not only needs to be manufactured in efficient ways and must be reliable anyway, but it also has to be developed in a frame, where, time to market is of overwhelming importance, and restriction in costs may not hamper creativity and acceptance of the product and its package. Before a packaging design can be visualized, some basic facts have to be evaluated, and this will be done through the assessment of limbic profiles. Such limbic structurization is an excellent tool in order to find a best fit for the package. While construction, modeling and simulation is already a conventional way for the creation of carton and corrugated packages, the more or less free forming style of flexible packaging was not really accessible for this approach. The result: a lot of trial and error. Based on experiences from other fields, the time has come to develop packages on a PC screen, to work on the design, to combine it with printing, to proof performance in a digital simulation, and even to place it in a virtual supermarket,. This paper will show developments and tools technologies which will open new horizons for flexible packaging. From computer based simulation of materials characteristics through complete control of the workflow of printed flexible to the opportunities with virtual and augmented reality, new change the flexible packaging industry soon.