

HISPACK 2018

Descubra cómo innovar de forma rápida y eficiente



3DEXPERIENCE®

Consumer Packaged Goods & Retail



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Constant Challenges of the CPG Industry



The New Consumer



Quickly
Reacting to
Intense
Competition



Imperatives
Regulation
& Need for
Quality



Profit
Pressures
& **Cost**
Containment



**Production
Excellence**



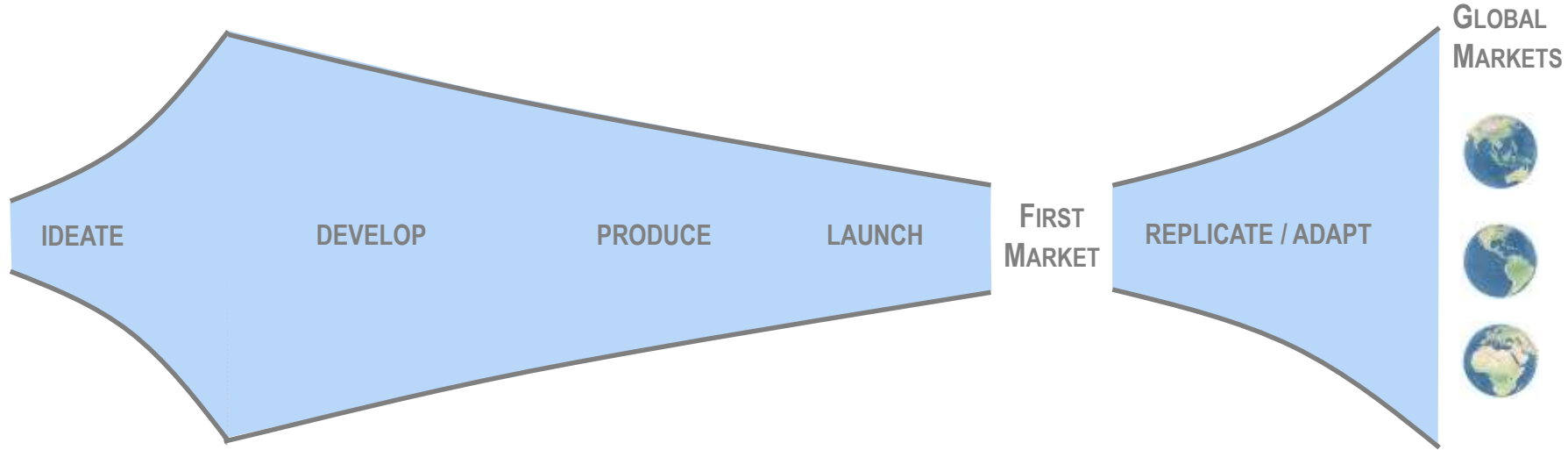
Need for
**Agile Value
Chain**



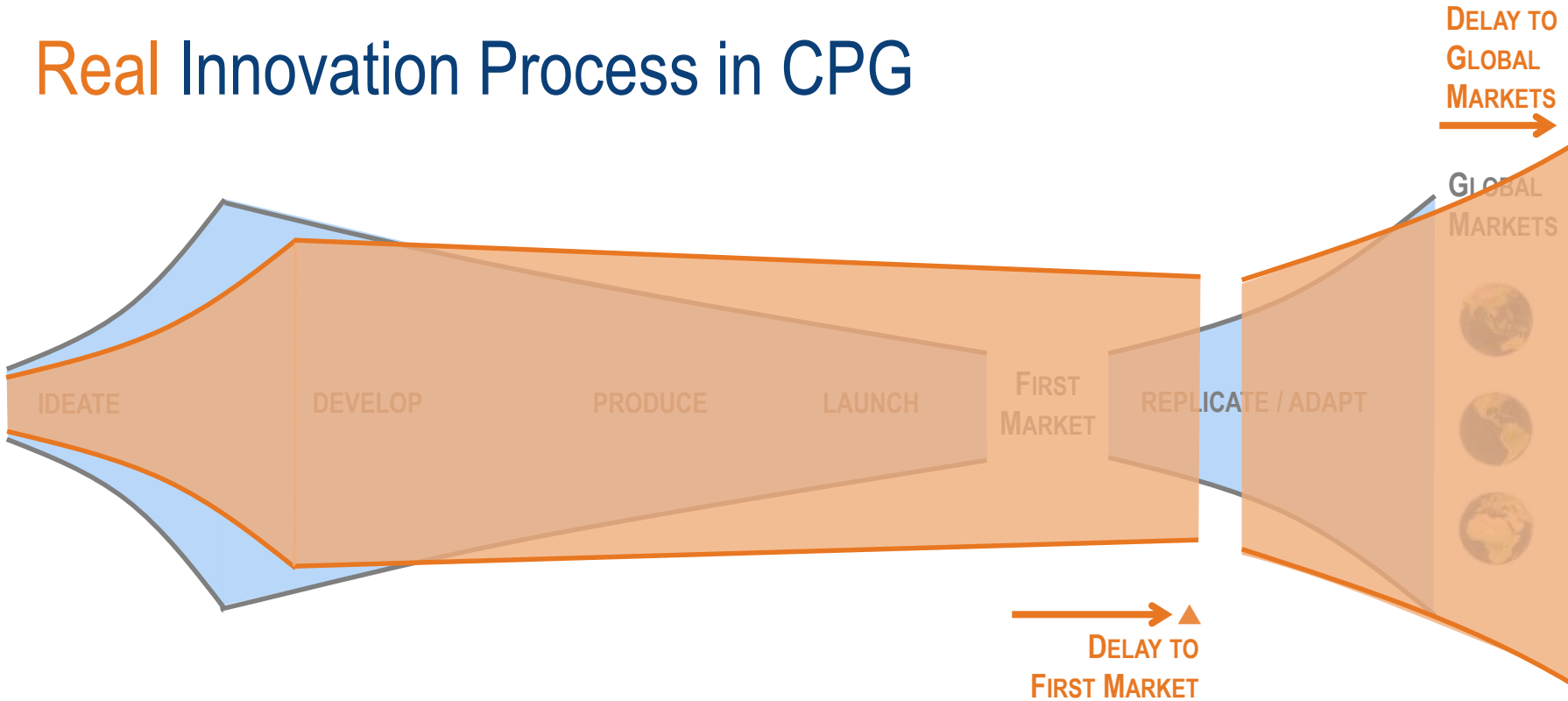
**Health &
Wellness**

Result: Over 80% of New Product Introductions Fail in Year 1

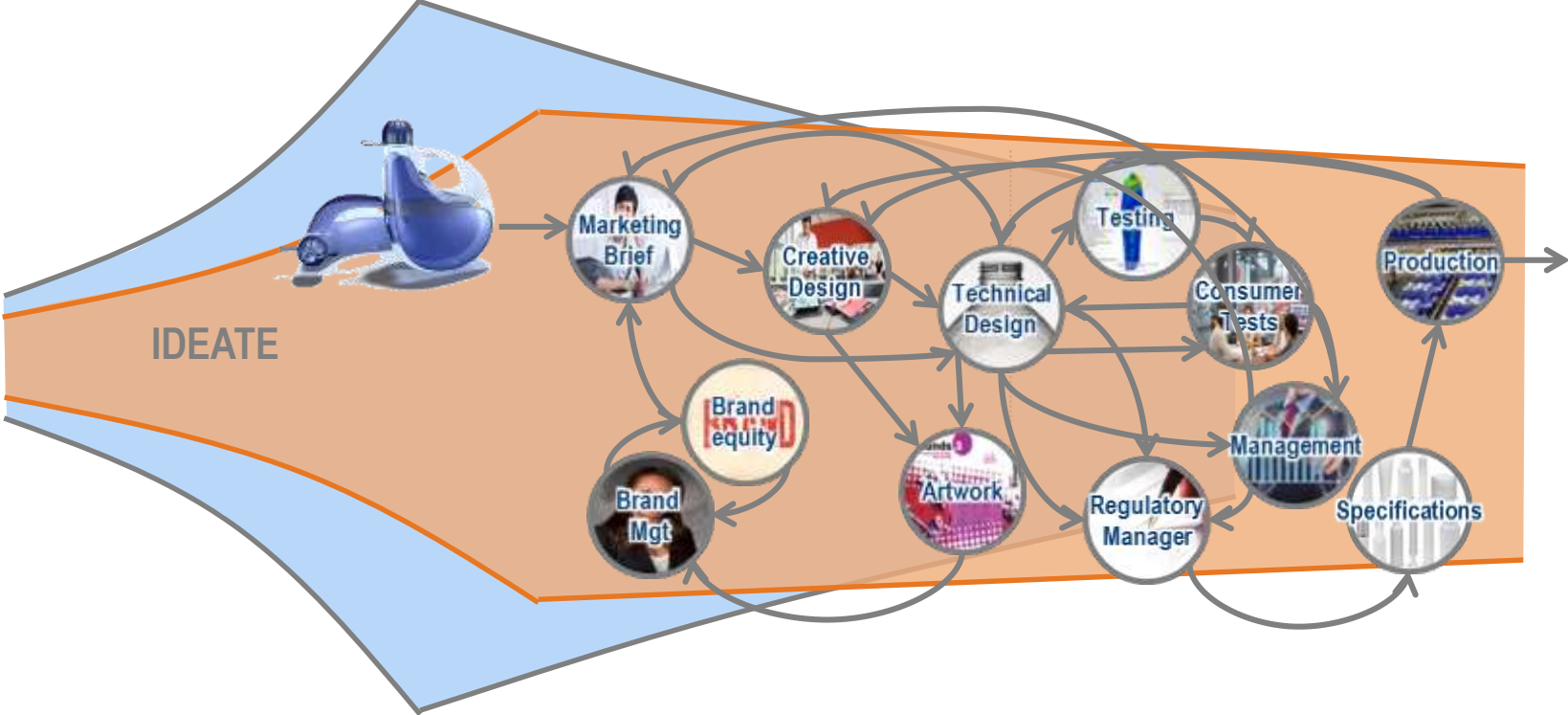
Innovation Process in CPG



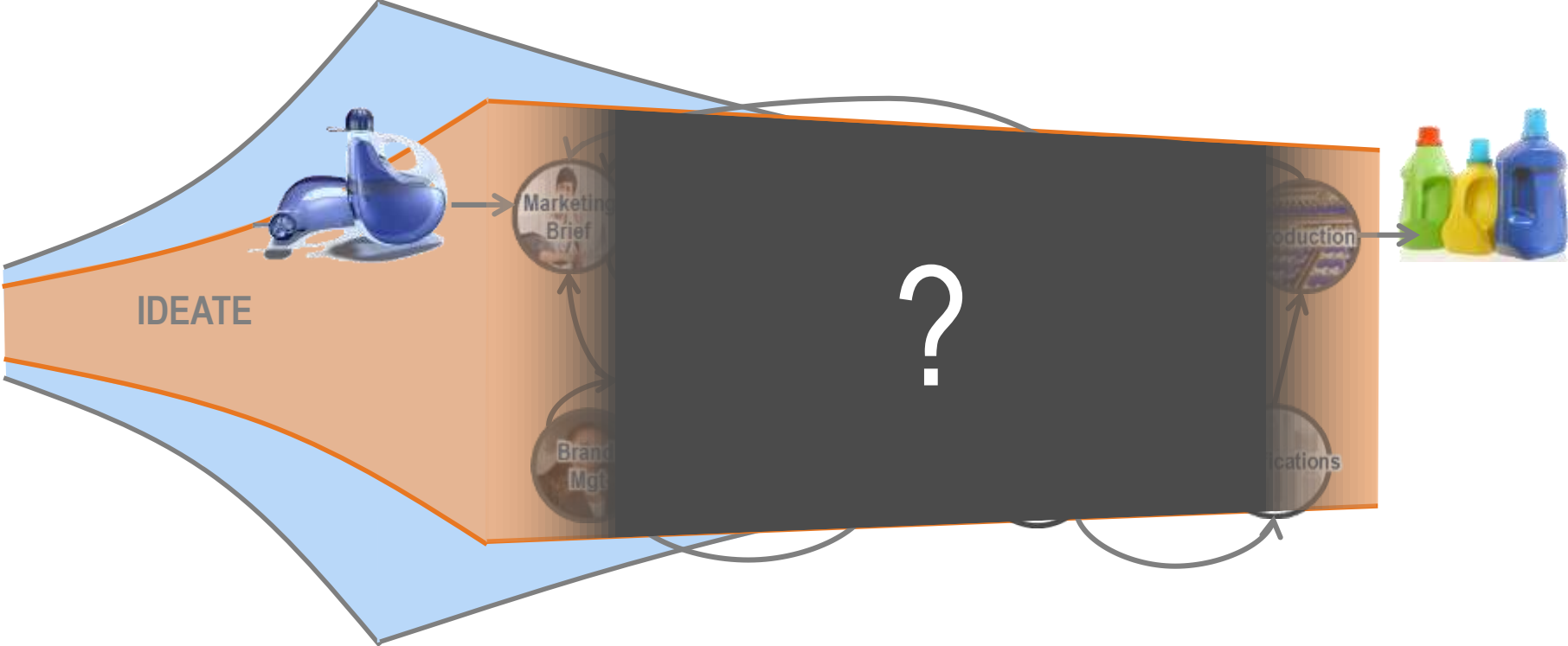
Real Innovation Process in CPG



Real Development Process in CPG

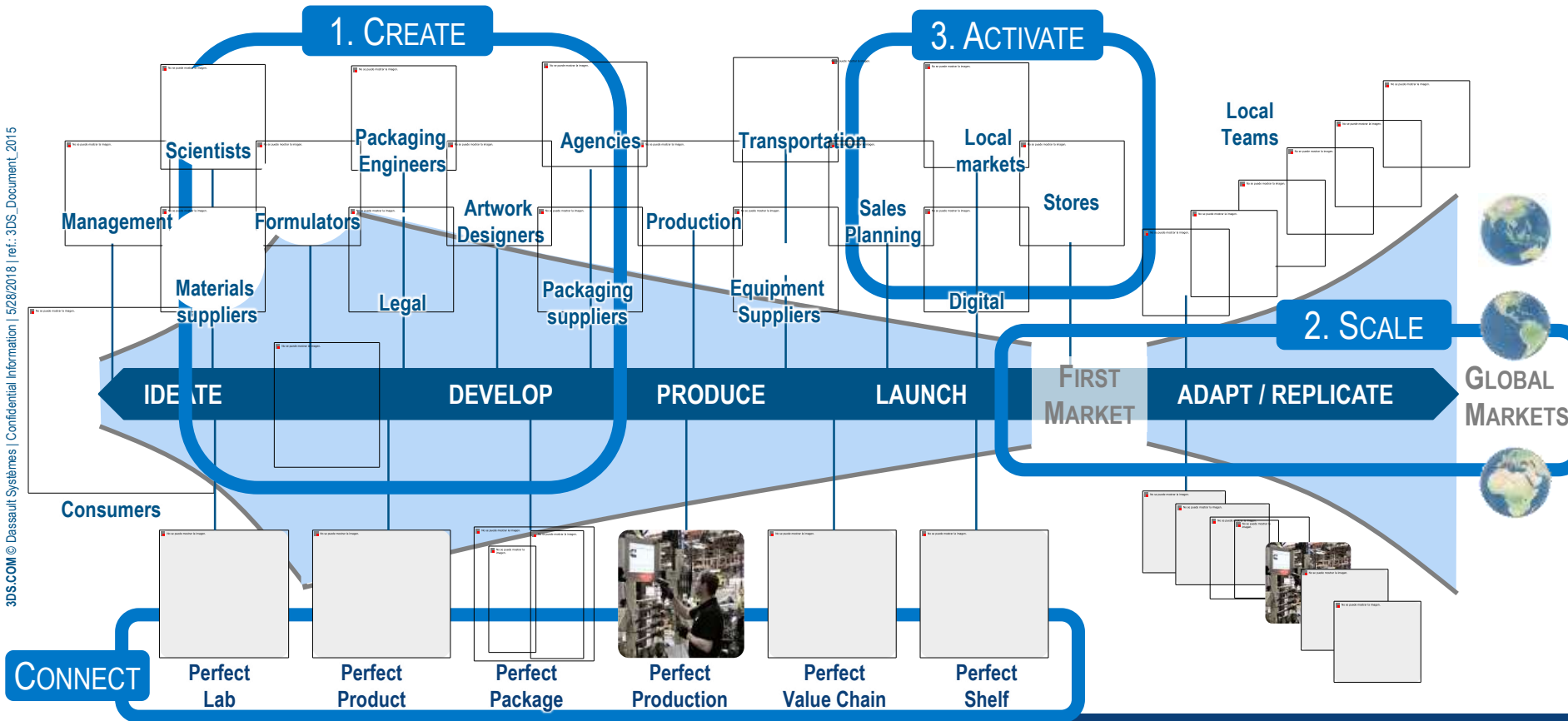


Real Development Process in CPG



3DEXPERIENCE CPG-RETAIL Portfolio

Simplifying Collaborative Innovation



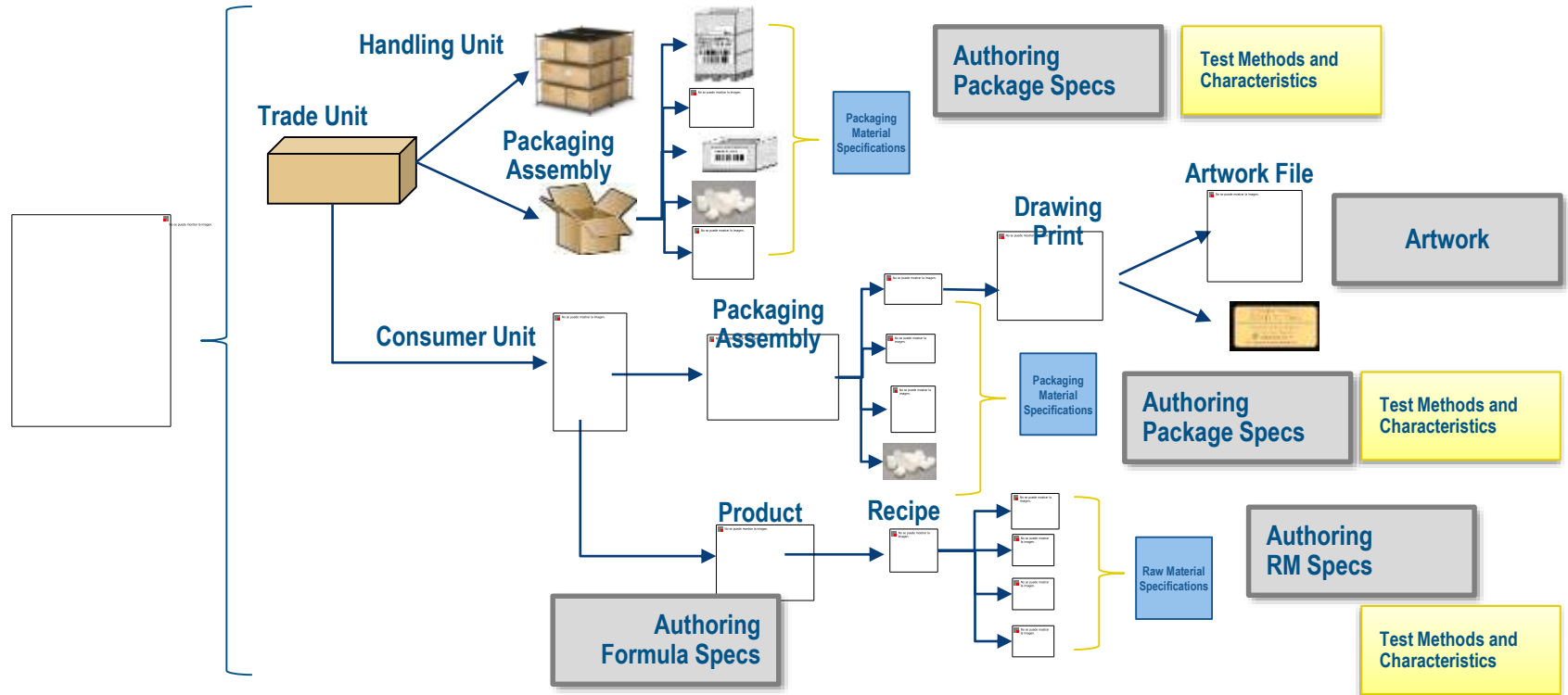
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Perfect Package

Design Winning Experiences



Product Data Model: close to the physical structure





'Failure is not an option'

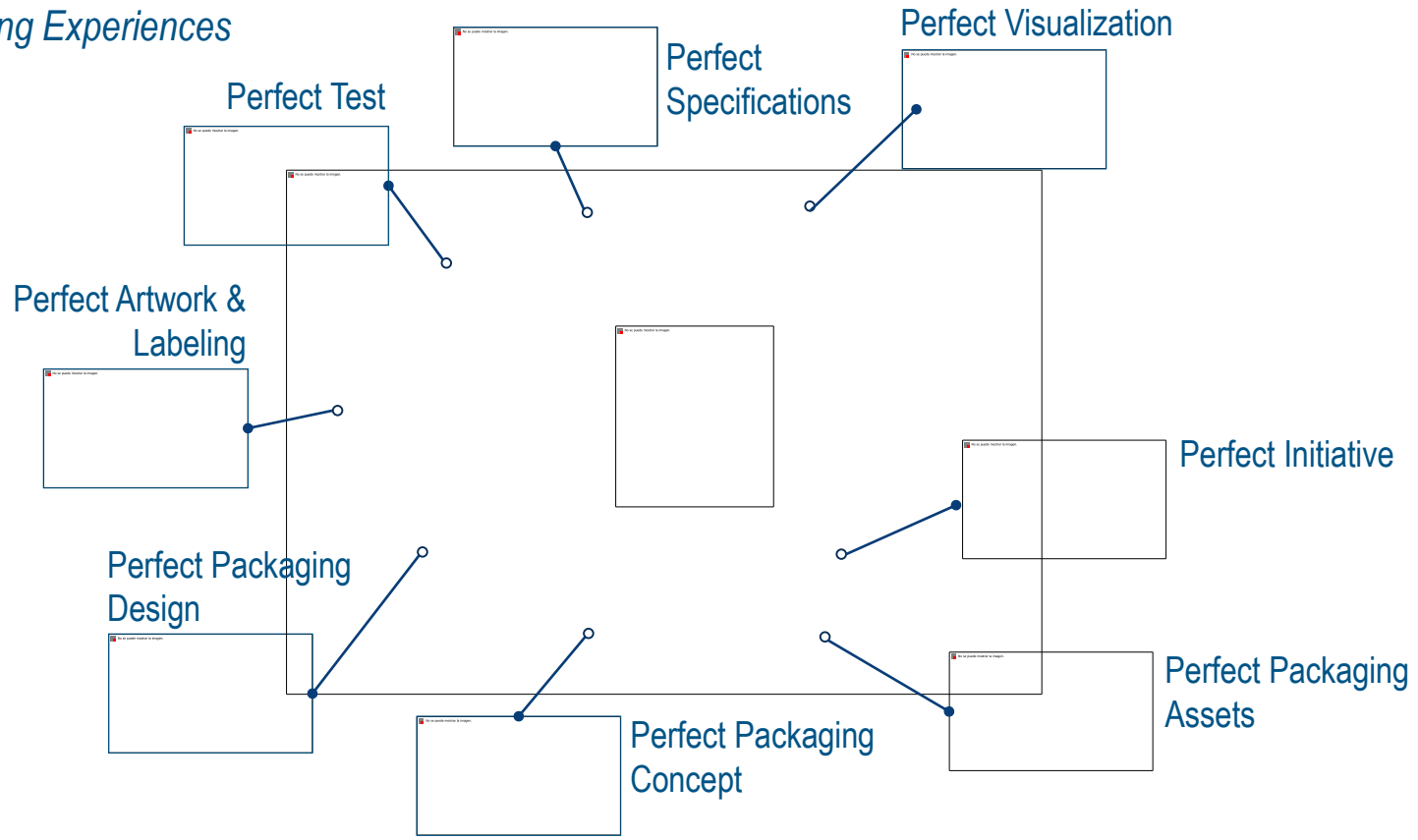
CHALLENGES:

- Improve process efficiency with all packaging efforts
- Produce a shareable 'model' of product information guarantee consistency globally
- Effectively collaborate with external partners



Perfect Package

Design winning Experiences



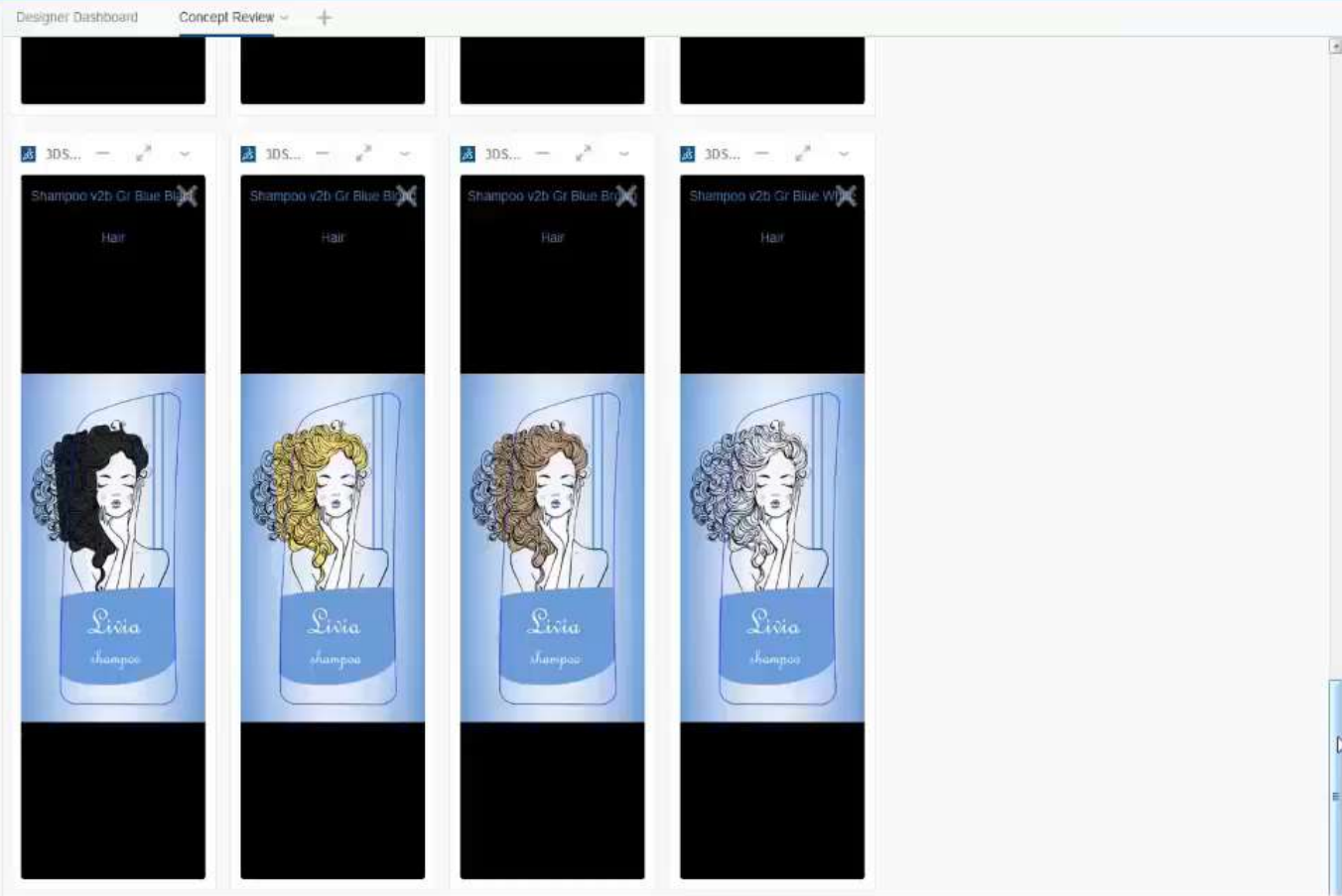
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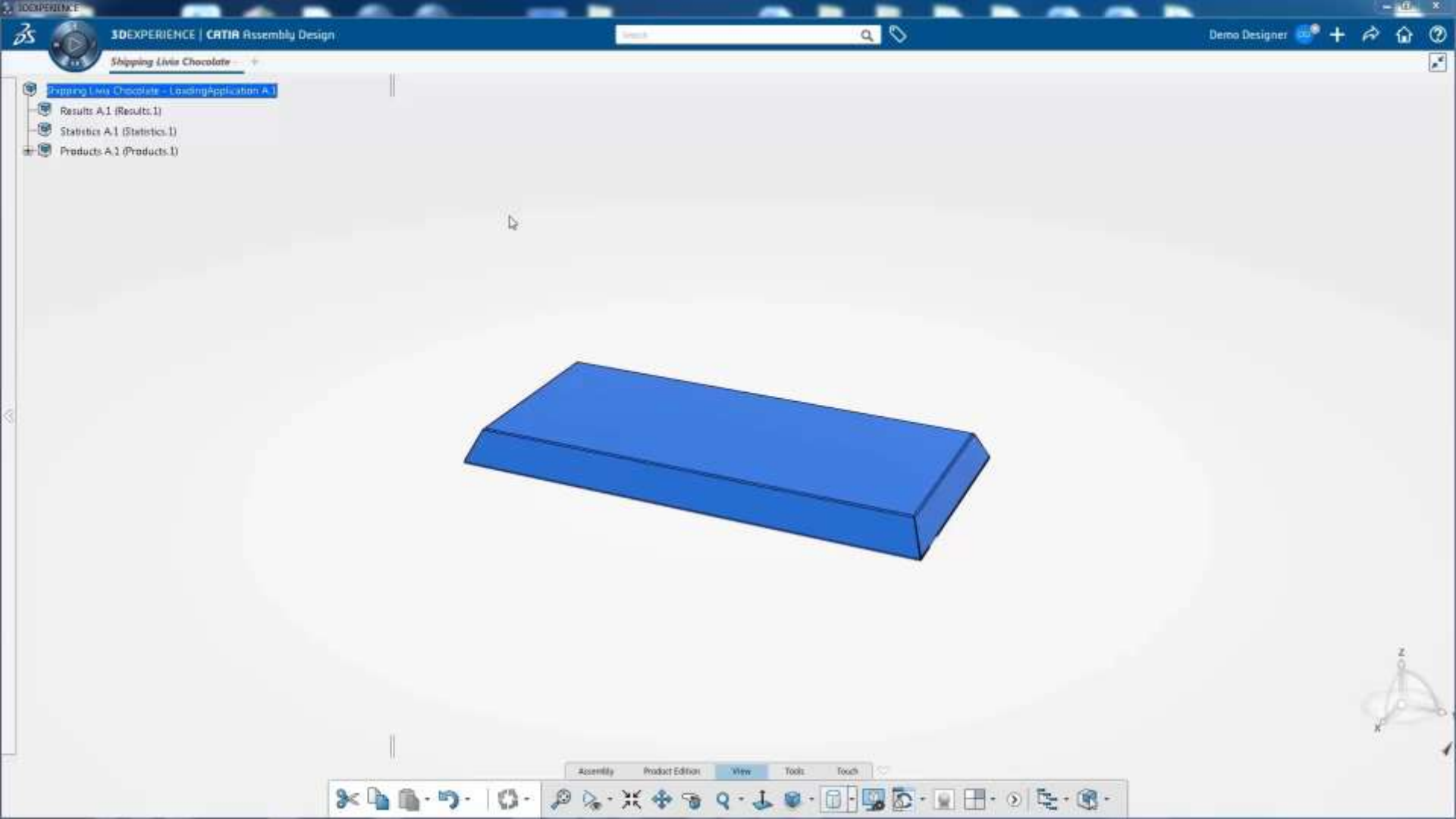
Selected Tags

Type: Idea

6WTags

- Responsible 1
- Creation Date 1
- Modification Date 1
- Maturity 2
- Type 4
 - Picture 752
 - Idea 304
 - 3D model 32
 - Document 16
- Community 1





Packaging: Things to consider



Understand the product size and shape



Accurate labeling



Manufacturing



Package cutout placement

Structural Package Designer - What is “Structural Packaging”?

- ▶ Packaging is the technology of enclosing or protecting products for distribution, storage, sale, and use. Packaging also refers to the process of designing, evaluating, and producing packages. Packaging can be described as a coordinated system of preparing goods for transport, warehousing, logistics, sale, and end use.



Consumer Packaged Goods



Point of Sales



Plastic Packaging



Industrial Packaging



Pallets

Structural Package Designer – Focus on CPG Industry

Copy and
Artwork
Management

Consumer Packaging

Shopping
Experience
Collaboration

Production &
Supply Packaging

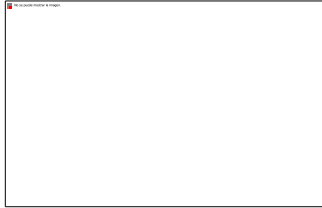
<p>Artwork & labelling</p>	<p>Primary Pack RIGID</p>	<p>Primary Pack FLEXIBLE</p>	<p>Secondary Pack</p>	<p>Shelf tray</p>	<p>Point of sales material</p>	<p>Shelf experience</p>	<p>Industrial Pack</p>	<p>Pallet</p>
	<p>(Plastic, glass,...)</p> 	<p>(Carton, plastic)</p> 	<p>(Carton, plastic)</p> 	<p>(Carton, plastic)</p> 	<p>(Carton, plastic)</p> 		<p>(Carton, plastic)</p> 	<p>(Carton, Plastic)</p> 



3DEXPERIENCE Platform

Structural Package Designer - Challenges with Packaging Design

1- Material



Challenges:

- Master the use & properties of all Materials/Multi-Materials
- Understand influence material properties

2- Design



Challenges:

- Abstraction of the physical material behavior
- Need to design structural package in context of products

3- Manufacturing



Challenges:

- complete associativity of the workflow to minimize the errors
- Process repeatability, speed & productivity key for up-scaling

4- Simulation



Challenges:

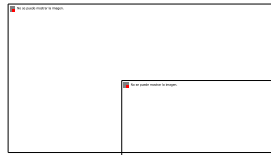
- Reduce number of physical test and their costs
- Decrease cost of damaged packaging during transportation

Structural Package Designer – Primary and Secondary Packaging Design Workflow

Packaging Simulation



- Use **CATIA LIVE RENDERING** to promote your packaging
- Explore the different **artwork** possibility

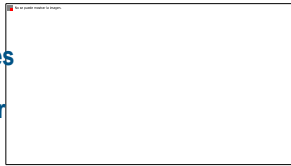


- **Visualization of the stresses, displacement**
- **Validation** of the structure



Manufacturing preparation

- Use of **Drawing** to prepare the **manufacturing phases**
- **Export** in **.DXF** format
- Create the **bend order process**



Bring your product

- Use of **CATIA apps** to create 3D part.
- **Import** cad part (.Step files, 3DXML)



Resize the packaging to adapt to the product

- Use the capacity to **design in 3D and Dual view 3D/2D**
- **Use the knowledge parameters** to accelerate any modification



Create your packaging

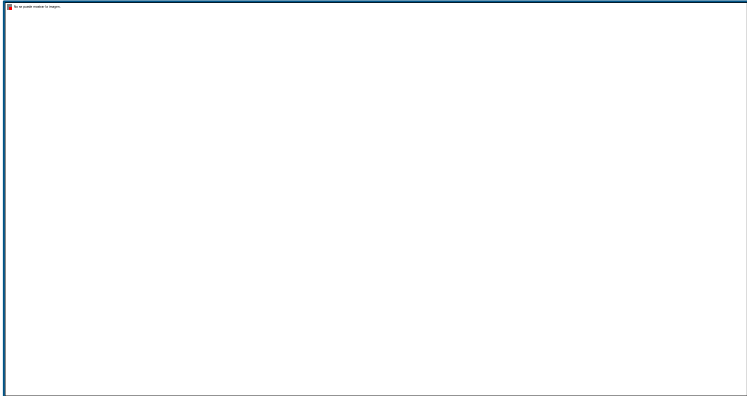
- Use of **CATIA apps** to start a new packaging from
- **Instantiate your standard**



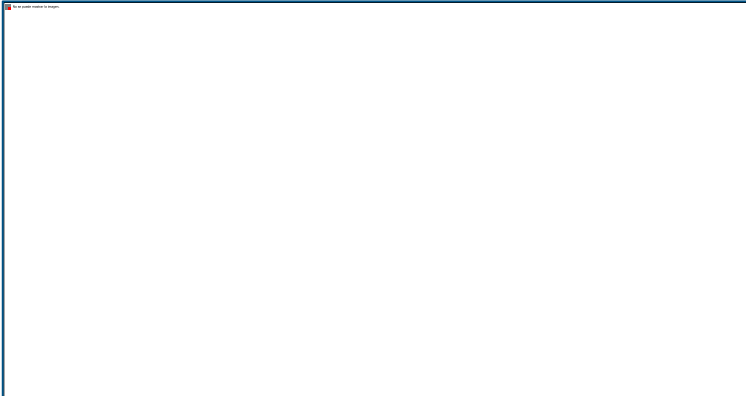


Structural Package Designer – Packaging Performance Simulation

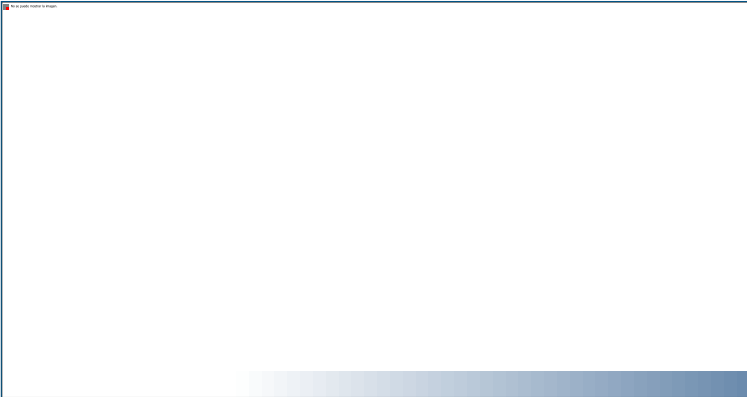
Cardboard
Qualification



Consumer
Experience



Manufacturing
Process



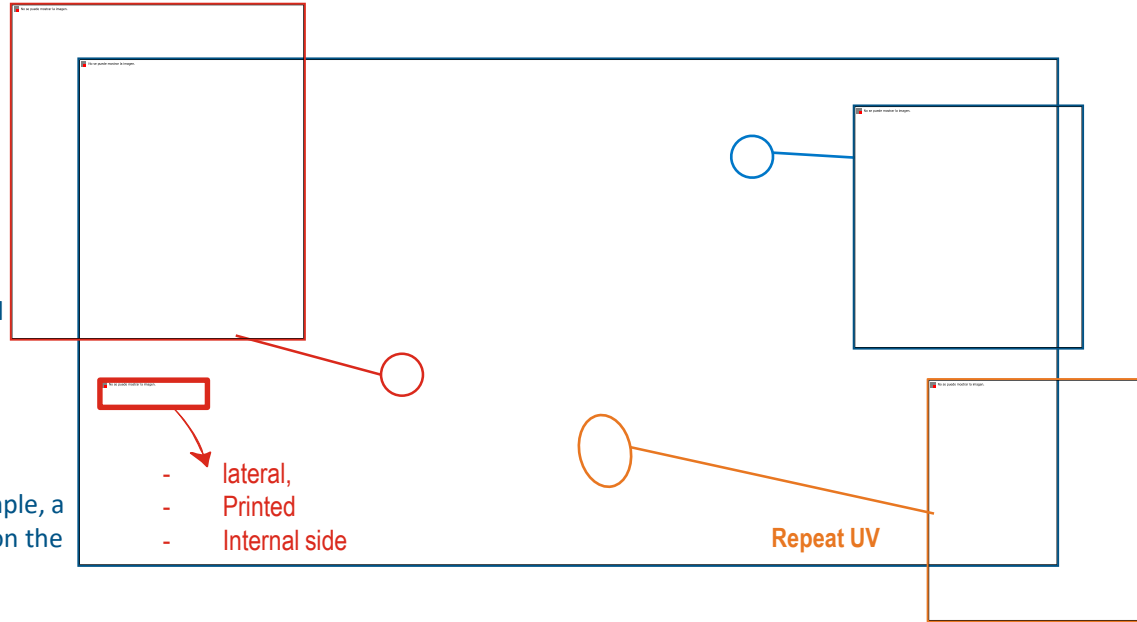
Transport



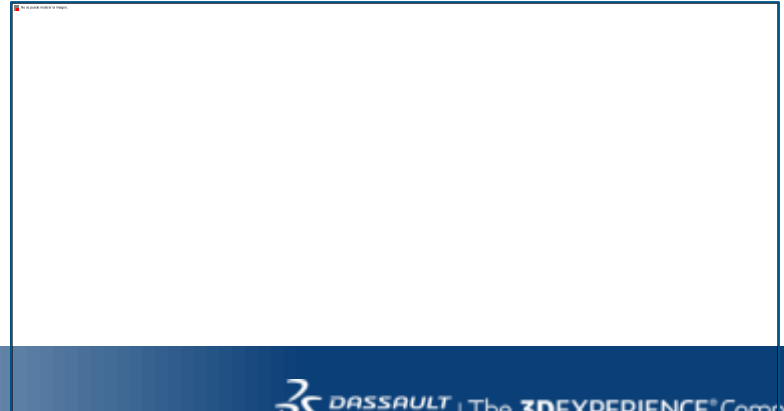
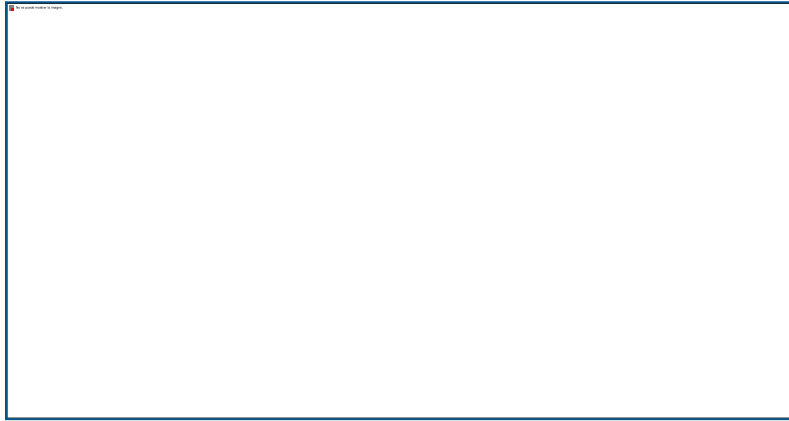
Structural Package Designer – Rendering: Material Management

Material Mapping

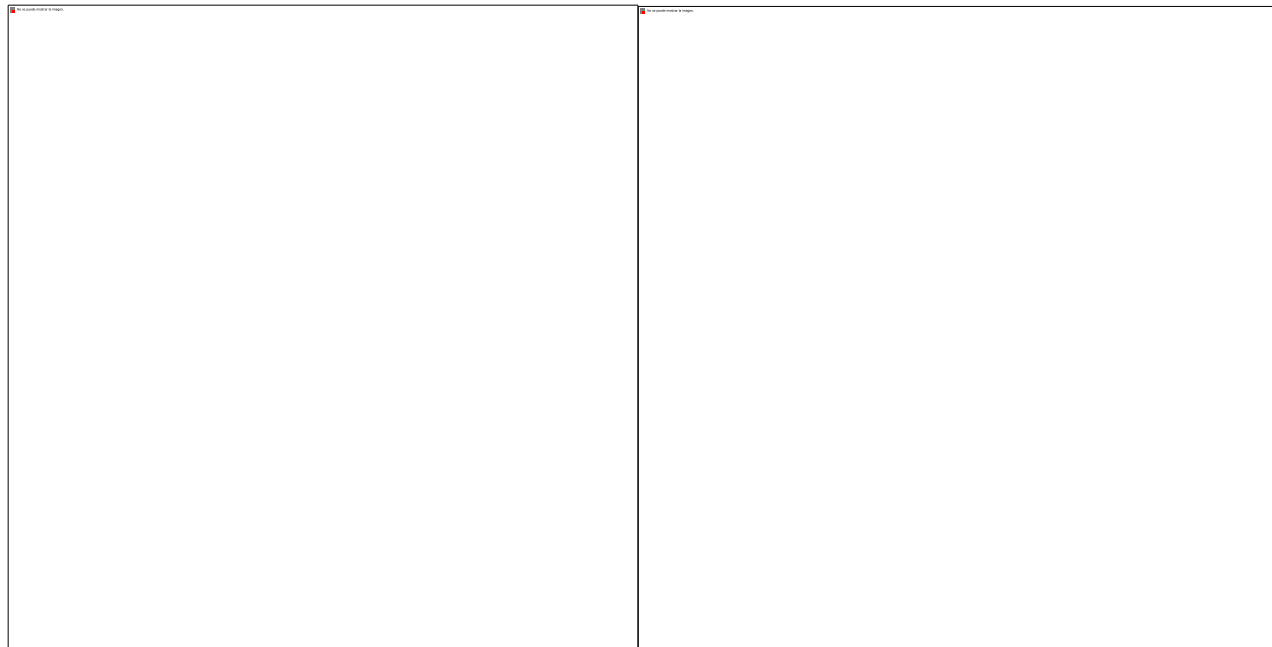
- Application of one material for a product
 - Illustrator **SVG support with automatic mapping + DPI**
 - **UV mapping based on UV coordinates** automatically computed by Structural Package Design features with all CATIA STANDARD Materials
 - **Ray traced stickers**
-
- Application of **several materials for a product**. For example, a beer package will have 3 materials (Inside, outside and on the edge).



Structural Package Designer – Examples of Rendered Packages



Structural Package Designer – Reference



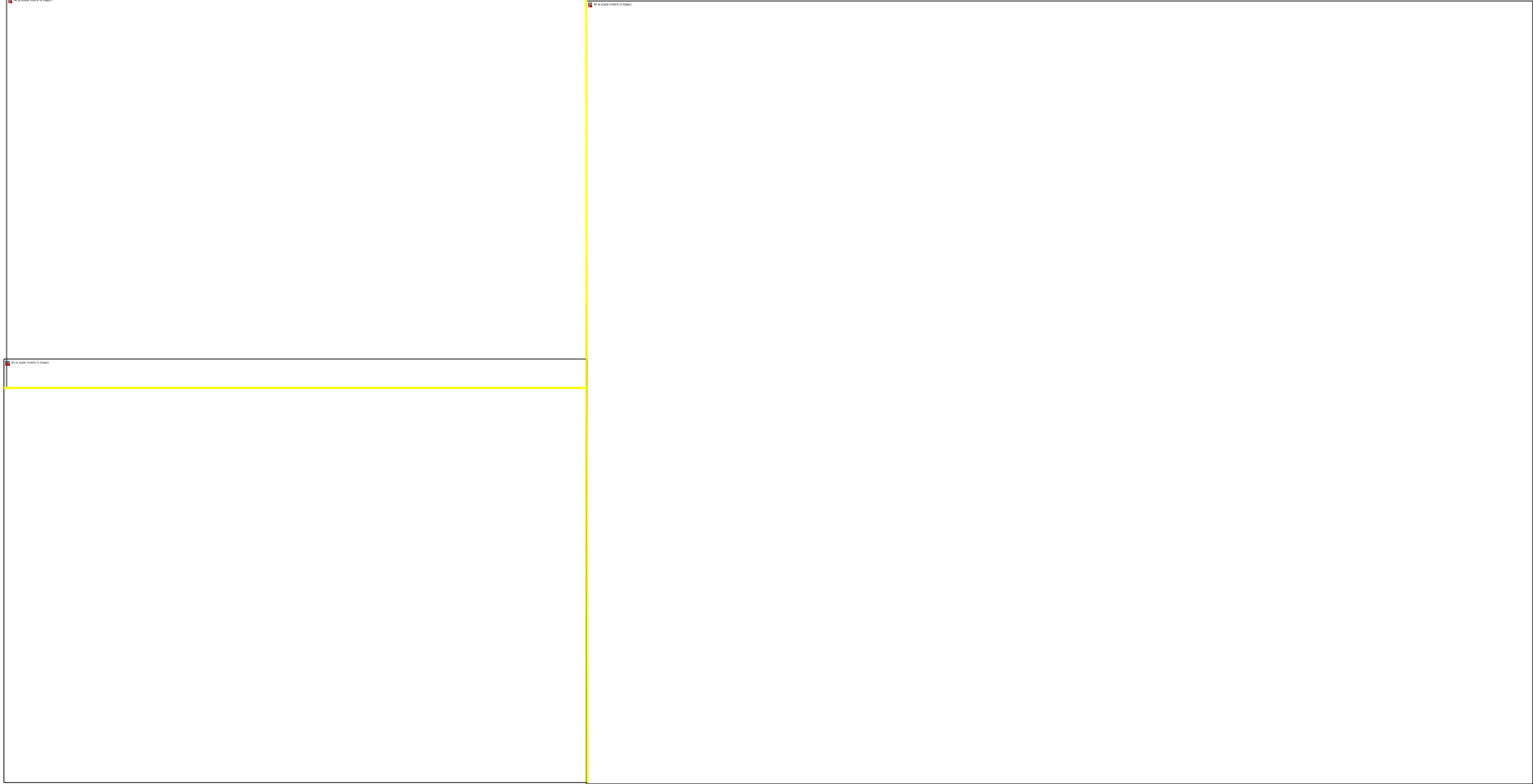
Packaging: A final consideration

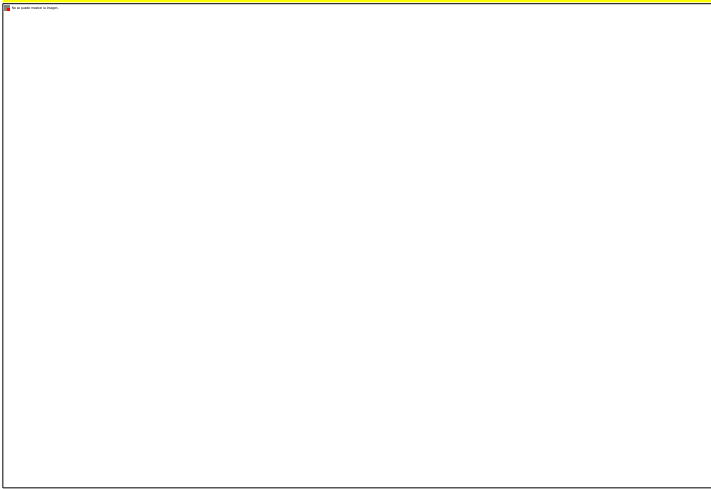


The packaging won't make a bit of difference if the product won't sell.

Perfect Shelf

Imagine, valide y despliegue
su estrategia ganadora en la
tienda... con la plataforma
3DEXPERIENCE





Comprar en una EXPERIENCIA...

el

...that Consumers are looking for

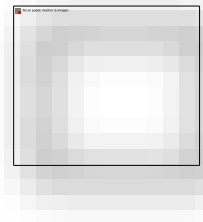
Normalmente el **30%**

Los beneficios de la marcas proviene
de los productos lanzados
los últimos 3 años

Pero el **80%** de los nuevos
productos **FALLA** en primer año.....

¿Cómo podemos alinearnos con el comercializador con el objetivo de tener una estrategia acertada?

GENERAL MILLS Francia



VENTAS

Aumento de Häagen-Dazs en los lineales de los supermercados aumentando el volumen de ventas

TIEMPO

Solo 2 horas de reunión vs. 3 semanas de intercambio y re-trabajos

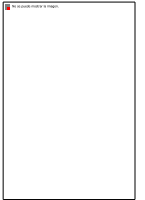
EXPERIENCIA

Validar el enfoque de utilización de nueva tecnología para el lanzamiento del producto



“Usamos la tecnología virtual de Perfect Shelf para **colaborar con los minoristas** y **desarrollar una nueva visión** de las líneas de productos con la mejor estrategia para posicionarla en los lineales. Podemos construir y **evaluar más opciones** mucho **más rápido y con un menor coste**. Las tiendas virtuales eran tan reales que pudimos **evitar la complejidad y el coste** de instalar pruebas físicas en las tiendas.”

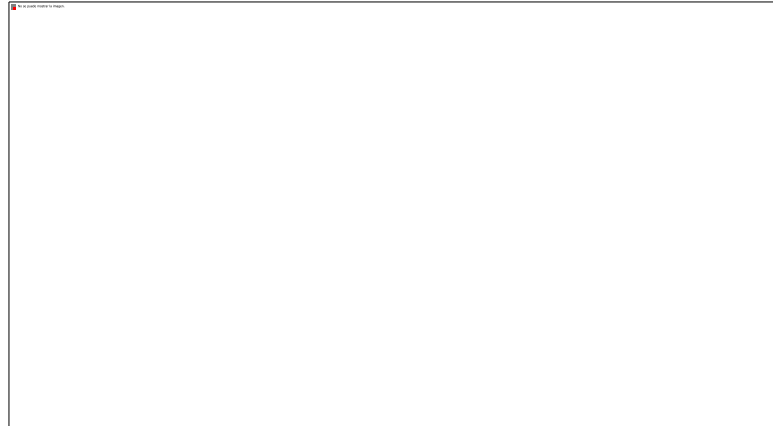
— Stanislas de Maleissye
Senior Category and Trade Marketing Manager
General Mills France



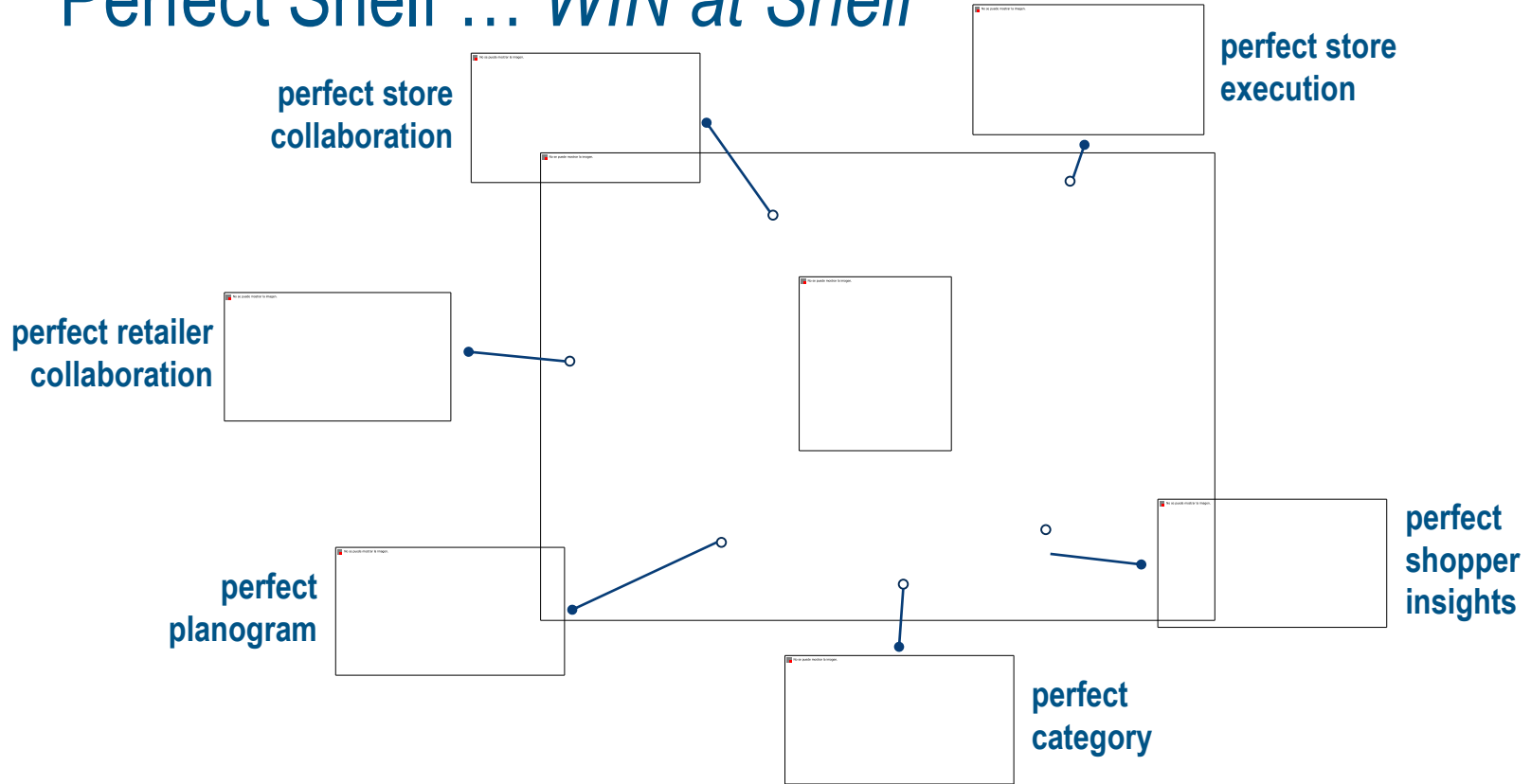
HEINEKEN

3DEXPERIENCE Forum Netherlands

« Usamos Perfect Shelf para construir **la propuesta el cliente**, para **realzar la marca** en los lineales [...] y evaluar **juntos** si será atractivo para el comprador »

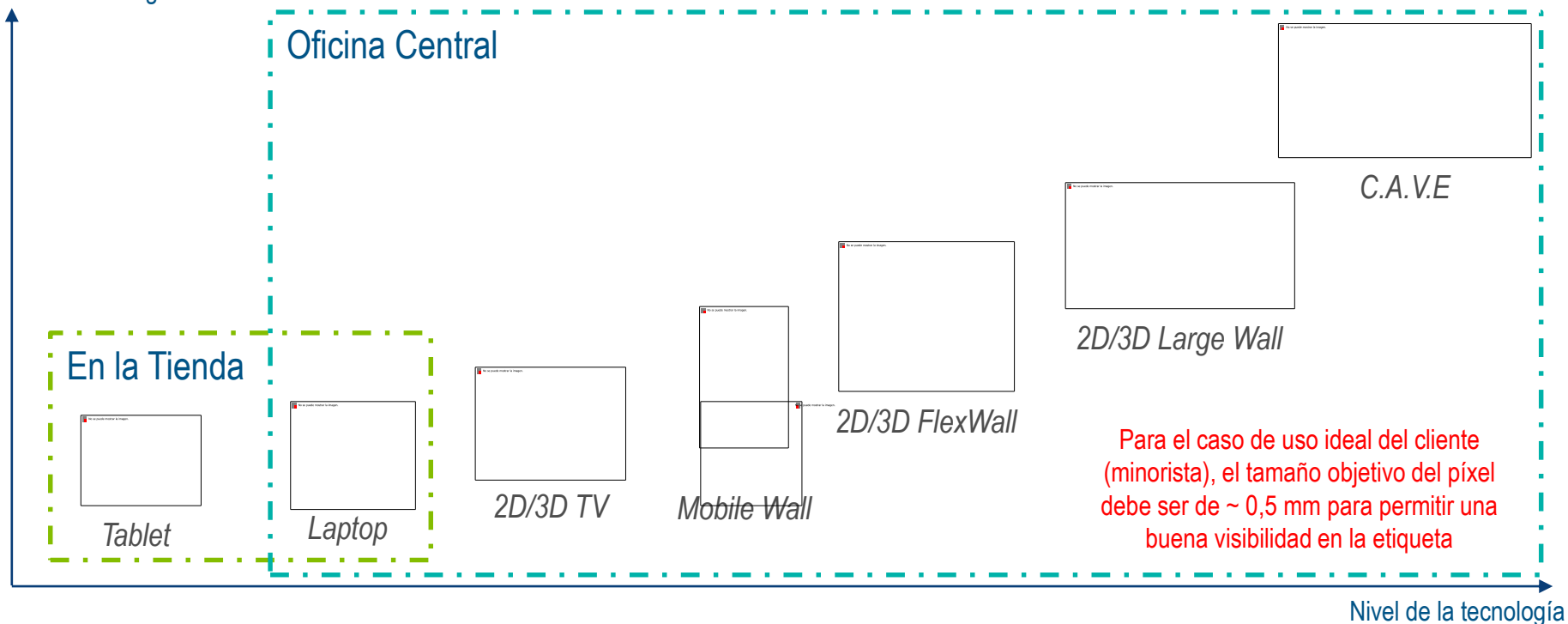


Perfect Shelf ... WIN at Shelf



Hardware para Perfect Shelf

Coste de la tecnología

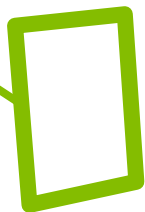


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WHAT: Perfect Shelf : 3 Servicios para ti

1. Modelos de product en Alta Resolución

Package Review Decisions
ENTREGABLE: 3D Product Model
COSTE: €xx / producto



3. Tienda virtualizada

Customer Engagements
ENTREGABLES: Tienda completa con góndola, lineales, ... para ser importadas en Perfect Shelf

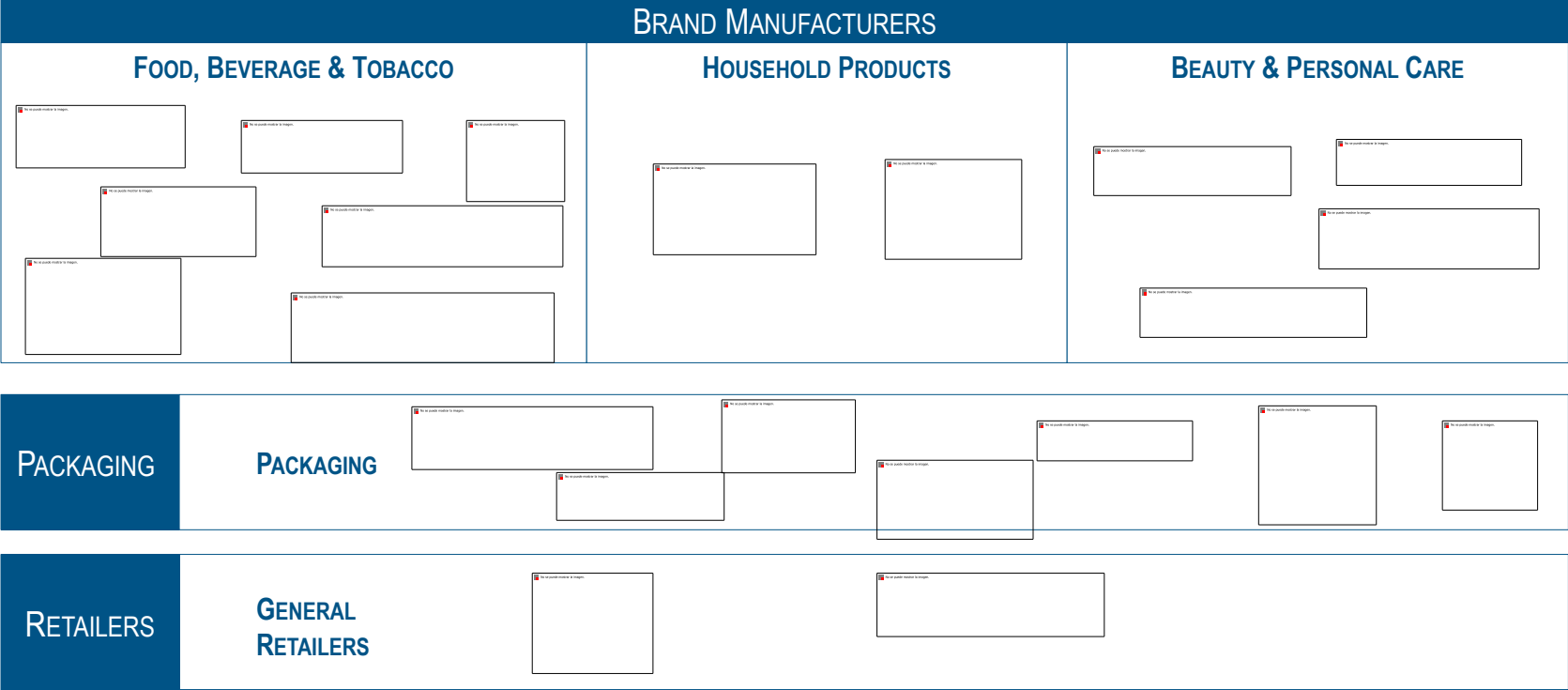
2. Custom Furniture Offer

Concept Development
ENTREGABLE: Modelo 3D
COSTE: €xx - €xxx+/accesorio

Estante construido y optimizado con Perfect Shelf

CPG-Retail Key Customers

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Q & A

