



# VALUE ADDED SERVICES

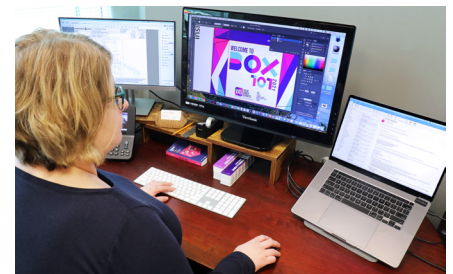
- DESIGN
- GRAPHICS
- LAB TESTING
- CUSTOMER VALUE ANALYSIS
- MECHANICAL PACKAGING SYSTEMS
- VASCONNEX

VAS capabilities inspiring VAS opportunities

## Graphic Design Services

In today's world, marketing campaigns often end with an online purchase that results in a box delivery to a home - or - a consumer making their final purchasing decision while looking at a box in a retail environment. Packaging graphics play a critical role in conveying the correct information to a consumer about a product's brand and details about the product itself. Packaging graphics should be customized to meet the correct step of the product's life-cycle and match the consumer expectations about the retail environment.

All the while the box also needs to protect the product itself - this is a lot to ask!



### What We Do

- Conceptual artwork creation for all of your packaging needs
- 3D package renderings and accurate packaging mockups
- Graphics consultations
- Artwork adjustments to meet press requirements
- Marketing and collateral design
- Trade show and event graphics
- Photo and video services, in studio or on location

Contact Us: [VAS-graphics@ipaper.com](mailto:VAS-graphics@ipaper.com)





### Accurate Packaging Mockups

Using the vast integrated resources of International Paper, our graphics experts are able to make accurate packaging mockups using the actual paper liners and combined board that will be used in production. Additionally, we consult with the production team at the facilities running the order to ensure that your mockups closely match the results that you will get on press.



### 3D Packaging Renderings

Using a variety of software, our graphics experts can generate 3D renderings of your packaging and products saving the time and expenses often involved in making physical mockups. Interactive renderings allow you to spin your package in virtual space, preview folding sequences and more.



### Graphics Consultations

There is more to packaging graphics than creating a beautiful box. Your product needs to be aligned with additional factors such as the retail environment and the consumer's expectations regarding your brand and it's spot in the product life cycle. Learn more about these strategies by scheduling a visit with one of our graphics experts. We have created a Graphics Education Wall display that is focused on showing these important concepts.



### Photo and Media Lab

Using our photo and video studio, our graphics team can provide multimedia support to our customers and to our sales and marketing teams. Additionally, our team can provide these services on location.



### Marketing and Sales Support

In addition to customer work, our graphics team supports the North American Container sales and marketing teams with the following services:

- Developing sales collateral for our products, services and facilities
- Logo creation and branding
- Maintaining an image archive to support presentations
- Graphics support for Industrial Packaging's annual trade shows and events



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