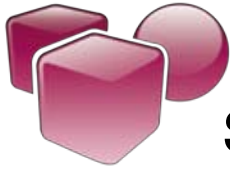


# Interactive 3D Packaging Design



## Studio

*Studio is a plug-in for Adobe® Illustrator® for interactive 3D packaging design. Together with Studio Toolkit for Flexibles, Studio Toolkit for Boxes and Visualizer, Studio offers a modular 3D solution for packaging designers.*

Studio adds a 3D viewing environment to Adobe® Illustrator® where designers can see their artwork applied instantly on the package. It also comes with packaging-savvy navigation and alignment tools. By writing a 3D PDF file, Studio lets designers share their ideas with clients for review and approval.

With Studio (the continuation of the award-winning 3-dX) you can reduce time-consuming mock-ups, spot design-errors faster and take away the guesswork from 2D flats.



*Studio visualizes packaging design in 3D within Adobe® Illustrator®*

# Design packaging in 3D

Whether you're designing artwork for a cereal box, a corrugated display or a flexible chocolate wrapper, Studio adds the same intelligent design features to Illustrator®:

In the **Studio window** you can see and spin the package as if you were holding it in your hand. To zoom in on the artwork of a certain panel, just double-click the panel in the Studio window.



*The Studio window in Illustrator®*



Tired of editing text sideways or upside down? Studio can automatically **rotate the Illustrator canvas** so that you can always work in a convenient orientation.

When several flaps make up one face, the clever **Distribute** feature creates copies of artwork to make it appear continuous across the panels. Use distribute on flexible packaging to make the perfect back match.

Where Illustrator® guides help you to align artwork on a page, Studio's **3D Guides** help you to align artwork across your package in 3D. This is possible because Studio understands the package shape.



*The distribute feature creates and positions intelligent copies of selected artwork.*

## Shapes

To see your package in 3D, Studio requires a structural design file that provides the shape of the package. You have several ways to obtain a structural design file:

For folding carton or corrugated structures, you can use the native files from the die makers CAD system: Studio supports **ArtiosCAD** and **Score!** files.

Or you can make the packaging shapes by yourself with one of the Studio Toolkits. The Studio Toolkits are easy-to-use and made especially for Studio. **Studio Toolkit for Flexibles** is an application to make flexible packaging shapes and **Studio Toolkit for Boxes** is a plug-in for Illustrator to convert any die drawing into a folded box.

# Share packaging designs

Working in 3D is also very useful for communication. Show a preview of the package to your customer for discussion or approval. Studio offers several options:

- Export to a **PDF files with 3D content** (also called 3D PDF files). If you send such a file to your client, he can view it and spin it around in the free Adobe Reader.
- Export to a high-resolution **TIFF** with a transparent background. This can be used as a product-shot for advertisement or other purposes.
- Export to a **U3D file**. With a U3D file, you can make a smart 3D layer in Adobe® Photoshop® CS3 Extended and make a composition of background layers, foreground layers and one or more 3D objects.
- You can also use **Visualizer** to create ultra-realistic visuals of the package in a retail environment with realistic substrates and support for special inks and varnishes. Visualizer supports the same structural design file formats as Studio. See the Visualizer leaflet for more details.

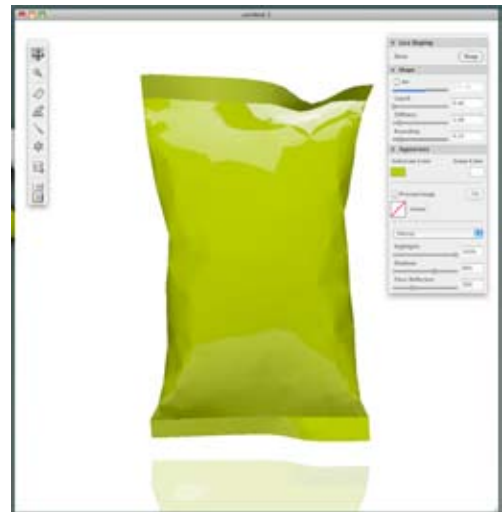


Anyone can open a 3D PDF file in Adobe Reader and spin it around.



## Studio Toolkit for Flexibles

*Studio Toolkit for Flexibles is a new structural design application for flexible packaging. With Studio Toolkit for Flexibles you can make great flexible packaging shapes very fast. Then you add the artwork in Studio or Visualizer.*

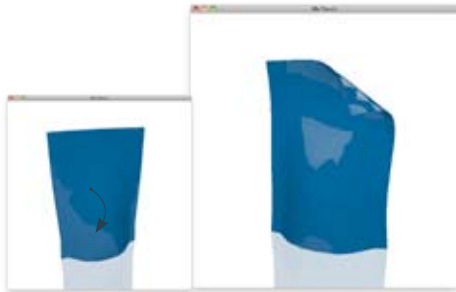


## Packaging-savvy

To get a flexible packaging shape, all you have to do is pick the right type of package. (pillow bag, gusseted bag or stand-up pouch) and fill in the settings from the filling machine. You instantly get a nice packaging shape and the keylines to align the artwork to. Studio Toolkit for Flexibles is so time-effective because it has filling machine and substrate knowledge already built in.

# What's in the bag?

The best way to make a bag look real is to use the right content. With **Studio Toolkit for Flexibles** you can specify the amount of air or liquid in the package, but it is also really easy to mimic a candy bar, a biscuit or an ice cream.



## Live Shaping

Seeing is believing, that's why in Studio Toolkit for Flexibles you can interact with the package and see it move like the real thing. There are several shaping tools for you to use. Pull or push anywhere on the bag, add extra fold lines or make some areas more wrinkly than others.

*With the Puller tool you can grab a point and pull it somewhere.*

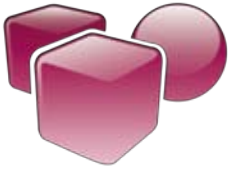
## Integration with Studio and Visualizer

With **Studio Toolkit for Flexibles** you make a realistic packaging shape and a matching keyline layout. This is saved as an **EskoArtwork Flexible Bag** file and can be used in **Studio** or **Visualizer**.



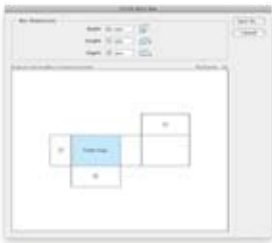
*Visualizer showing a realistic rendering of a pouch. The shape was made by Studio Toolkit for Flexibles. The artwork is provided as a PDF file.*





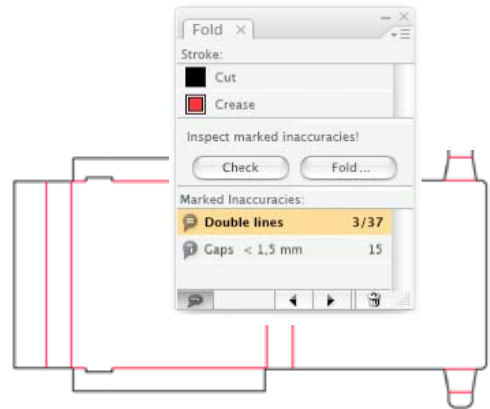
## Studio Toolkit for Boxes

You would like to use Studio or Visualizer on a folding carton or corrugated design but you can't get hold of the native CAD file. The only thing you have is a die-drawing. Does this sound familiar? Then **Studio Toolkit for Boxes** is for you. And what better place to convert the die into a folded box than right inside Illustrator? Studio Toolkit for Boxes is a plug-in for Adobe® Illustrator® to make folded structures for **Studio** or **Visualizer**. Either you start from scratch, or from a die drawing.



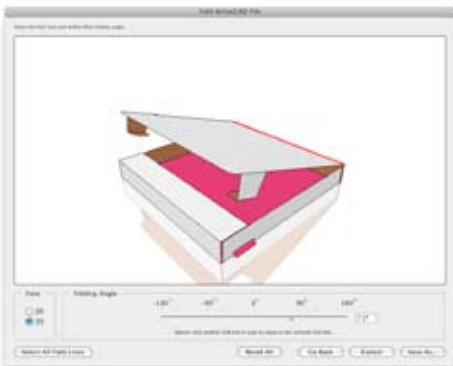
**Make a basic box:** With **Studio Toolkit for Boxes** you can create a simple rectangular box by specifying width, height and depth. Ideal to try something out when you don't have the die-lines (yet).

**Check, Clean and Fold:** If you have a die-drawing of some kind, import it into Illustrator and use Studio Toolkit for Boxes to assign fold and cut lines and clean it up. The toolbox contains the perfect tools for detecting and removing double lines and closing small gaps. Then click the Fold button...



Studio Toolkit for Boxes has an intuitive **folding tool** that will help you fold any carton or corrugated structure.

The result is saved as an ArtiosCAD file that can be used in **Studio** or **Visualizer**.



Adobe® Illustrator® and Studio. The structure of the box was made with Studio Toolkit for Boxes.

# EskoArtwork 3D Packaging Design Software



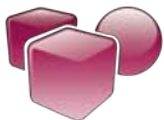
## Studio

- Plug-in for Adobe® Illustrator®
- See artwork on the package in 3D
- Intelligent navigation and alignment tools
- Export to a 3D PDF file
- Requires a structural design file from ArtiosCAD, Score! or one of the Studio Toolkits.



## Studio Toolkit for Flexibles

- Stand-alone application
- Create realistic flexible packaging shapes with matching keylines
- Set air, liquid or solid content
- Live shaping with intuitive shaping tools
- To be used with Studio or Visualizer



## Studio Toolkit for Boxes

- Plug-in for Adobe® Illustrator®
- Create a simple rectangular box from scratch
- or clean up a die line drawing and fold it into a structure.
- To be used with Studio or Visualizer



## Visualizer

- Stand-alone application
- See package in 3D in a real environment
- With realistic rendering of substrates, inks and finishing
- Supports a structural design file from ArtiosCAD, Score! or one of the Studio Toolkits.
- Export to QuickTime® movie
- Free Viewer available