

## CHALLENGE

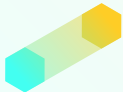
When you are looking for a new package to protect food or prepare goods for distribution, it can be difficult to know where to start. Packaging effects how a consumer will purchase, use, and repurchase your product. Everything from graphics, packaging form, and durability during transit can determine the success of your product.

## VALUE DRIVERS



Powered by  
*Innovation*

We understand that time is valuable, so we have brought together all of our internal design services to provide you with innovative packaging solutions that set you apart from the competition and accelerate your growth



Powered by  
*Flexibility*

No matter how small or big your packaging project is, our team has an array of solutions to help you design, improve, print and test your solutions quickly and in a way that suits your needs



Powered by  
*Experiences*

Consumer needs are constantly evolving. Enhance your consumers experience with your packaging through advanced branding, graphics, packaging functionality, personalization and unboxing experiences



Powered by  
*Connection*

Our Design Services team is a one-stop-shop to get all your packaging needs completed in-house. When you connect with a team member, you don't have to worry about managing multiple outside resources to get you to your ideal solution

## SOLUTION

Sealed Air has one team to help you with materials, design, engineering and distribution performance testing to ensure your products' success. The Design Services team can assist with all of the following:

- Graphic Design - We understand how to balance brand aesthetics and product messaging to help customers understand your product.
- Structural & Industrial Design - Our experts select the best materials and know how to solve end-user product challenges through engineered 3D modeling
- Prototyping - In partnership with our R&D experts, our engineering and design teams create high-fidelity prototypes that enable efficient decision making when determining your packaging solution
- Printing Expertise - Our highly experienced team will ensure your graphics turn out exactly how you want them to through design consulting, color proofing, understanding government regulations and more
- Distribution Performance Testing - Our engineering team takes a consultative approach to understand the distribution environment of your packaged product. We assure your product will arrive to the end-consumer in the best condition possible through simulation tests that replicate real world dropping, vibration, compression, and temperature changes

