



Packaging Design Services

Corbus has developed a specialized project management service that helps to streamline and standardize your packaging design process. Our Packaging Design Service (PDS) is designed to manage complex, multi-functional activities throughout the packaging design lifecycle. Additionally, our PDS team focuses on managing the design execution and interdependent activities while utilizing proven project management practices and tools to deliver excellence. Our PDS team consists of highly specialized design production coordinators and managers who oversee the end-to-end process utilizing optimized design management practices.

The engagement model for implementing our PDS follows a traditional approach to business process improvement:

- **Packaging Design Landscape Assessment:** assesses our clients' packaging design process through a detailed gap analysis of current processes versus industry best practices
- **Packaging Design Delivery Process Improvement:** improves current processes or establishes best practices. This is a comprehensive approach that includes process re-engineering, implementation of packaging design software solutions, training, and often providing skilled project managers with expertise in packaging design and artwork
- **Enterprise Packaging Design Management Software:** provides a full lifecycle automation solution to packaging design. Corbus has partnered with Esko, a leading provider of printing and graphic software solutions, to implement Web Center, their web-based platform that manages packaging pre-production specification, approval, and the packaging project lifecycle.

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Benefits

By implementing our Packaging Design Management Service, our clients have achieved the following:

- ✓ Cost savings of 30% on production budgets
- ✓ Artwork budgets reduced by 20%
- ✓ Defects reduced by 10%
- ✓ Speed-to-market improved by 20%
- ✓ Design managers time freed up by 60%
- ✓ Marketing team members time freed up by 15%

Differentiators

We provide a unique service to the packaging design and label business by applying our 5-S approach to process improvement, coupled with sound project management practices:

- ✓ **Simplification:** removing touch points in the design process to improve efficiency and lower cost
- ✓ **Standardization:** implementing standard processes so that all brands follow the same best practices
- ✓ **Scalability:** enabling the processes to be successfully executed in each brand, sector, and global region with just the right amount of central control
- ✓ **Speed-to-market:** ensuring the design process is optimized for speed to enable our clients to be first to market
- ✓ **Specialized project management:** adopting labor specialization to allow stakeholders in the process to do what they do best, i.e., marketing, design or executing projects on time and budget with the design intent delivered to the shelf



In the design and print area, Corbus enables clients to reduce marketing costs associated with packaging design delivery. Our key strategies include:

- Developing a standard package design lifecycle with milestones, stage-gates, and formalized deliverables
- Driving the adoption of labor specialization so that the most cost-effective vendor is assigned to the appropriate work
- Reducing touchpoints
- Reducing re-loops and re-work
- Providing enhanced project management and budget stewardship
- Implementing leading enterprise systems and tools to manage flow through the package design lifecycle

