QUALITY PACKAGE BOX

BOX

SQUARE PACKAGE BOX

QUALITY DESIGN

PACKAGE DESIGN

Computer-aided packaging design is the focus of the competence area, taking into account questions of aesthetic packaging and the desired shape and form. Structural design and appearance are carried out with computer packaging design software.

COMPETENCIES

- Package design for preserving product quality
- Environmental friendly package design
- Structural design of a package
- Designing the appearance of the package
- Design trends

SERVICES

- Environmental protection – reducing waste
- Ergonomics – easy opening
- Package types
- Modules of the package design software:
    - packaging dielines
    - printing plans
    - 3D visualisation
    - display plans
- Image design
- Industrial design
- Colour perception

TOOLS

- Artios CAD software
- 12 teaching workstations

REFERENCES

- R&D work for Nestlé Hungary Ltd.
- Package development work for Electrolux Lehel Ltd.