



2010 Workshops:

- April 28 - Minneapolis
- May 12 - New York City
 - June 2 - Boston
 - June 30 - Chicago
- August 25 - Los Angeles
- September 22 - Philadelphia

Shelf Impact!'s Package Design Workshops

These popular one-day programs offer interactive instruction conducted in a roll-up-your-sleeves setting. Package Design Workshops are ideal for designers and other professionals with limited time and resources. Facilitated by respected package design and marketing expert, Jim George, and *Shelf Impact!* publisher Jim Chrzan, each workshop covers:

- 2010 package design trends at the retail level and consumer preferences
- Design tactics and sustainability considerations
- Power of the label
- Managing the creative process effectively
- Identifying visual trends
- Inspirational packages

In less than a day, attendees learn valuable package design strategies, founded in a better understanding of today's trends and the factors that go into a successful package design.

Workshop content is developed for professionals from all industries at package design firms and agencies, as well as freelancers, brand and marketing professionals and packagers who are involved in package design decisions.

Visit www.shelfimpact.com/pdw to register today!

Feedback from attendees:

"I loved the interaction. I felt I learned more than just by listening alone." -- graphic designer

"There are those nuggets that you come across that turn themselves into direction for my projects. I can use the knowledge gained from your workshop to make key points and support the reason for packaging." -- senior design manager

"I loved the breakout into groups for evaluating the packages from around the world. Very enjoyable!" -- product manager

"It was very helpful to have a general overview seminar like this. I felt it was worthwhile and I would attend another *Shelf Impact!* workshop in the future." -- anonymous

"There was lots of learning on packaging development (the importance of color and shape)." -- product manager

2010 Sponsors include:



Partial list of companies attending past Packaging Design Workshops

| | |
|---------------------------------|----------------------------------|
| Alcan | Plastic Ingenuity |
| American Plastic Toys | Printpack Inc. |
| Anderson Packaging Inc. | Ranir LLC |
| Avery Dennison | Rectorseal Corp. |
| Bayer Healthcare | Rex Corporation |
| Belkin International | Rishi Tea |
| Berry Plastics Corp. | Robert Bosch Tool Corporation |
| Brandesign Inc. | Sabert Corporation |
| Candle-lite | Sally Beauty Supply |
| Chevron Global Lubricants | Sara Lee |
| Clemson University | Schawk, Inc. |
| Coffee Bean International | Shell |
| Color Resolutions International | Shure, Inc. |
| Connect Advertising | Silver Lion Design Co. |
| Creative Concepts Inc. | Smead Manufacturing |
| DePersico Creative Group | Sunkist |
| Dri-Maxz Packaging, Inc. | Target Corporation |
| Energizer Personal Care | TekPackaging |
| Hard Rock International | The Bemis Company |
| HBN Brand Design | The Comp 24 Group |
| Interbrand | Titleist Golf Balls |
| ITW | Transparent Container |
| J.M. Smucker Company | Triangle Packaging Machinery Co. |
| Kellogg's | Unilever |
| Kraft Foods Inc. | USAopoly |
| Lifetime Brands, Inc. | Weiman Products, LLC |
| Mars Snackfood US | Woodstream Corporation |
| Microsoft Corporation | World Gourmet Marketing, LLC |
| New High Glass, Inc. | World Kitchen, LLC |
| Newell Rubbermaid | XO Create! |
| Outlook Group Corp. | Zip-Pak |
| Phoenix Systems LLC | Zizzle LLC |

Produced by **ShelfImpact!**

For information on attending or sponsoring a Package Design Workshop: Visit shelfimpact.com/pdw or contact Kerri Angel via email at kangel@automationworld.com or call 1-800-355-5595, ext. 113.