



Multiple Locations and Dates

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:

- Package design trends at the retail level and consumer preferences
- Sustainability considerations
- Packaging tactics – emotional and sensory
- Managing the creative process effectively
- Critiques of existing 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 individuals who are involved in package design decisions.

Feedback from attendees:

“Great presentations! Very relevant and useful.” -- product manager

“The visual tactics section was very helpful, as were the interactive groups and Q&A session. We got to apply what we learned.” --industrial designer

“I enjoyed the friendly, less-formal approach, which made me feel very comfortable.” --package designer

“It was beneficial to hear about different products and how they sell, how to make a product more efficient.” --graphic artists

“The breakout group for packaging evaluations was a great exercise. It helped me think outside of the box and forces me to look at other packaging.” --brand manager

“The group dynamics were great. Nice balance of disciplines and industries.” --marketing manager

Partial list of companies attending past Packaging Design Workshops

Alcan	Outlook Group Corp.
American Plastic Toys	PCA
Anderson Packaging Inc.	Plastic Ingenuity
Bayer Healthcare	Printpack Inc.
Belkin International	Ranir LLC
Brandesign Inc.	Rectorseal Corp
C Wai Marketing	Rex Corporation
Coffee Bean International	S/R Industries Inc.
Colomer USA	Sabert Corporation
ConAgra Foods Inc.	Sally Beauty Supply
DePersico Creative Group	Schawk, Inc.
Directions Inc.	Shell
Dri-Maxz Packaging, Inc.	Silver Lion Design Co.
Energizer Personal Care	Smead Mfg.
Fleetwood-Fibre	Smyth Co.
Flexpak Corporation	Solid
Human Genome Sciences, Inc.	Southern Adventist University
Hyland's	Sterilite Corporation
Johnsonville Sausage	Sunkist
Kensington	TekPackaging
Kraft Foods Inc.	The Bemis Company
LAM Design Associates	The Comp 24 Group
Lang Naturals, Inc.	J.M. Smucker Company
Lifetime Brands, Inc.	Triangle Packaging Machinery Co.
Marquez Brothers Int'l Inc.	Unilever
Mars Snackfood US	USAopoly
Microsoft Corporation	Weiman Products, LLC
Montebello Packaging	Woodstream Corporation
MOOV	World Kitchen, LLC
New High Glass, Inc.	XO Create!
NFPC	Zizzle LLC

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For information regarding attending or sponsoring a Package Design Workshop: Visit shelfimpact.com/pdw or contact Ms. Jurate Zelba via email at zelba@packworld.com or call 1-800-355-5595, ext. 135.