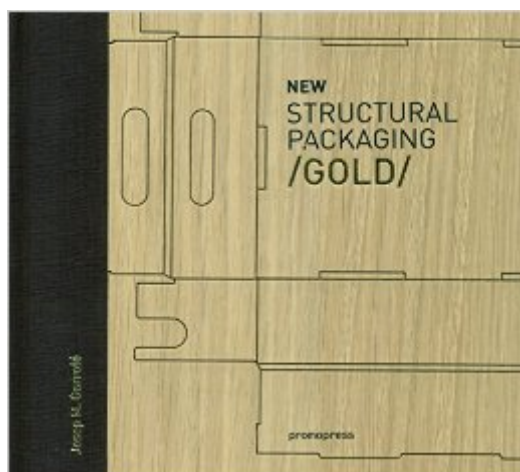


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# New Structural Packaging GOLD



## Synopsis

Great package design has magic qualities. It grabs our attention with its genuine materials, shapes and colours and, even if we are sturdy enough to resist temptation, the brand -and the product- will be imprinted in our memory. Beautiful packaging is the promise of a great delivery and also, in itself, a bonus present. But really beautiful things are also functional. The best packaging design will be always connected with the product, conveying the character of what it contains. Conceived by the creative minds behind the award winning studio GarrofÃ© in Barcelona, the more than 140 designs displayed in New Structural Packaging reveal the incredible possibilities and purposes that this particular discipline may offer. Studio GarrofÃ©'s work for clients such as Relais and Chateaux, Cadbury's, Puig, Beiersdorf or Freixenet proves their creative, versatile and refined approach to the field. New Structural Packaging is the new essential reference book and a valuable toolkit for package designers, design students and packaging hobbyists. Each project is illustrated with enlightening, high quality photographs and stencils that reveal the different techniques and simple, clear texts that explain the materials used in the production. 140 original packaging designs, ordered in 3 difficulty levels that show a great variety of functions and contribute to strengthen the identity image of the brand. All the projects are genuine designs created by Studio GarrofÃ© and are also easy to reproduce. Books includes CD-ROM with printable layouts for all designs.

## Book Information

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## Customer Reviews

An update to the standard "Structural Packaging." The latest version highlights designs that have stood the test of time and new ones that developed over the past several years. I feel that my review of the original is just as valid for the new edition, so I'll just paste it here: This is one of the best deals out there for designers and art directors. Mr. Garroff<sup>©</sup> encourages the buyer to use all of the designs to make your own new packages. The templates are pretty good, although some may need some tweaking here and there, but that doesn't matter compared to the hidden benefit: These vector-based templates and dielines are "ready-to-ROBO" for those who are familiar with the new CNC cutting machines normally marketed to scrapbook moms and sign shops. I am extremely pleased with the ability to take artwork, insert it into one of the templates, print with special register marks, then diecut automatically with Graphtec's Craft ROBO machines--literally in less than fifteen minutes! I'll also mention that the photography and layout are first-rate, and compete with any of the top design how-to books without any templates! Buy this book and a Graphtec Craft ROBO and you're instantly in the package design business! There's a code to download all of the templates in .ai and .pdf. No need for a CD-ROM this time ;-)

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