

CASE STUDY

Market

Design and manufacture of packaging.

Product

Lyncis Pack 1.6

Challenge

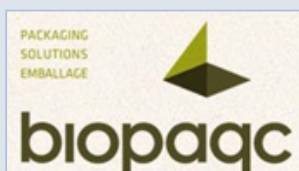
Biopaqc is looking for an effective visual tool to highlight the economic and environmental qualities of the new Eco-newpack© RRP concept.

Solution

Creation of various elements of the RRP and its contents in 3D. Demonstration of the concept using Lyncis Pack.

Results

Clear success of the RRP concept at PAC Green Den during the Pack Expo trade fair in Chicago. Numerous companies in the sector were interested in both the Eco-newpack© concept and Lyncis Pack, the real-time visualisation tool used during the presentation.



Biopaqc

Biopaqc is a consultancy firm specialising in sustainable packaging solutions.

COMPANY

Biopaqc is a Canadian company, based in Quebec, offering specialised consultancy services in the area of sustainable packaging solutions. Biopaqc wants to work with you to develop integrated, sustainable packaging solutions.

Its mission is to develop and implement sustainable packaging solutions which will satisfy the performance requirements at each stage of its clients' supply chain.

Biopaqc is determined to become the leader in sustainable packaging techniques for the manufacturing sector.

"The quality of the 3D rendering provided by the Lyncis Pack software enabled me to present the Eco-newpack© RRP concept in real-time and in an innovative manner at the Pac Green Den show, which attracted the attention of numerous companies ..."
Jocelyn Buteau, CEO, Biopaqc.



CASE STUDY - Biopaqc

CHALLENGE

Biopaqc wanted to use its participation in the show organised by PAC Green Den (Pack Expo 2010 in Chicago), to prove and promote the Eco-newpack© RRP concept invented and developed by the French company Inawa.

“The PAC Green Den show at Pack Expo Chicago gave us an opportunity to promote our innovative packaging solution concept in front of numerous players in the packaging sector (distributors, manufacturers and suppliers of packaging).”

Jocelyn Buteau, CEO, Biopaqc.

To ensure that presentation of the concept was as effective as possible and that it highlighted the various economic and environmental qualities of the Eco-newpack©, Biopaqc looked into several marketing solutions and tools likely to assist with achieving this. Jocelyn Buteau attended a demonstration of our Lyncis Pack software during a conference in France. This meeting gave us the chance to explore the impact that an interactive simulation such as that offered by Lyncis Pack could have on the presentation of its innovative concept.

THE LYNCRIS PACK SOLUTION

The Lyncis Pack software enabled Biopaqc to present its Eco-newpack© packaging concept (rendered in 3D) through a realistic photo quality demonstration in a virtual point-of-sale.



Lyncis Pack is an innovative communications tool which creates synergy between marketing, design and the customer. It enables market studies to be more effectively managed and provides support for new product launches as well as enhancing marketing effectiveness and prototype development.

APPLICATION

“Existing products (boxes of Theobroma chocolate from Vigneault Chocolatier) will be inserted in the packaging in order to present the Eco-Newpack© concept. This will show how Eco-newpack© works in practice.”

Jocelyn Buteau, CEO, Biopaqc

The elements necessary for the demonstration were firstly created in 3D.

The secondary packaging was created using ArtiosCAD (EskoArtwork):

- Eco-newpack© RRP:
 - A corrugated cardboard tray.
 - A front and rear panel made from corrugated cardboard.

The primary packaging was modelled using 3DS Max (Autodesk):

- The Theobroma box of chocolates.
- The Theobroma chocolate bar.

CASE STUDY - Biopaqc

“Right from the initial stages of the project, we visualise and validate the virtual prototypes created, using the Lyncis Pack software. This enables us to quickly and easily identify any design mistakes, thereby avoiding producing a faulty real-world prototype and at the same time avoiding the costs associated with the sample.”

Jérémi Sterckmans, production manager, VTales graphics

After modelling and transferring the 3D elements to Lyncis Pack, they were able to be assembled in real-time. The six Theobroma boxes of chocolate and their contents were placed in the Eco-newpack© tray. The front and rear panels of the RRP closed up the pack. This was then placed on the shelf in the virtual shop, thereby completing the preparation for the demonstration.



“In addition to the tools traditionally used for a presentation (PowerPoint, actual samples, etc.), Biopaqc now had a visual tool enabling it to more effectively highlight the innovative aspects of its RRP concept by showing it in a sales setting.”

Jérémi Sterckmans, production manager, VTales graphics

RESULTS

Biopaqc’s presentation attracted a lot of attention from the various participants encountered at Pac Green Den during the Pack Expo trade show in Chicago. The results obtained using Lyncis Pack were particularly appreciated by the inventor of Eco-newpack©, the cardboard manufacturers who are currently developing the concept and Vigneault Chocolatier.

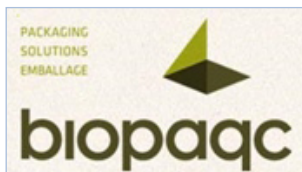
“Clearly a success at PAC Green Den in Chicago on 2 November last ... Biopaqc made a good impression when presenting the Eco-newpack© RRP concept. Walmart, Conagra Foods, Unilever, McCain Foods and Maple Leaf Foods all had the opportunity to meet us to discuss this concept and set out the next extremely promising steps to take.”

Jocelyn Buteau, CEO, Biopaqc



CASE STUDY - Biopaqc

PARTNERS



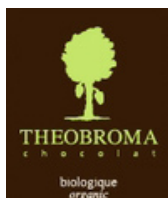
Biopaqc

Jocelyn Buteau, CEO
<http://www.biopaqc.com>



Inawa - Eco-Newpack©

Pierre CHEVALIER, CEO, inventor and developer of the Eco-newpack© range.
<http://www.inawa.fr/>
<http://www.eco-newpack.com>



Vigneault Chocolatier

<http://www.theobromachocolat.com>



VTales graphics s.a.r.l

Espace de Broglie, 24
22300 Lannion
France

Tel: +33 296 38 79 74
Fax: +33 296 38 69 07
contact@vtales.com
www.vtales.com