

IG Design - a leader in innovative packaging design

i Overall creative approach. Corporate identity, branding, and packaging. Product forms and systems.

€ Almost 30 years' experience. More than 25 percent of IG DESIGN business is from the international market.

+ Serving small, medium and large enterprises across a variety of mass-market sectors.



▲ P'tit Louis for Fromarsac Bongrain, an innovative and playful concept for dairy products.



▲ Paic Excel for Colgate, an iconic and ergonomic shape for dishwashing liquid.

Above all, the physical relationship between the consumer and the product ultimately comes down to brand recognition. IG Design focuses its creative approach on all the physical components of packaging: colors, graphics, shape, volume, device and material.

"We have always had two distinct creative teams," said Jean-Michel Farce, General Manager. *"The first – graphics – is made up of senior designers. The second – structural – is made up of engineers who focus on the convenience, industrial feasibility and logistics of the packaging."*

"This double approach provides balanced solutions to ensure product line differentiation, increase



▲ PastaBox for Sodebo, global creation including naming, branding, graphics, packaging device and shape.

brand loyalty, and promote sales. Our technical expertise enables us to fully support our client, right up to the end of production, and in some cases, the patent application."

Consulting and cost control

Regardless of creative approach, IG Design is capable of handling projects from start to finish, including the search for suppliers, as well as recommending customized technologies required for the industrial implementation of new packaging.

"We always strive to create the perfect balance between marketing strategy, production constraints, and consumer expectation," said Jean-Michel Farce. Given the importance of economics when it comes to launching new packaging, IG Design conducts a value analysis in order to ensure that they recommend the most appropriate option based on production costs and choice of materials (recyclability, content-material



▲ Hollywood Ball for Cadbury, a unique shape with a multi-brand label system.

compatibility, etc.), a particularly popular brand strategy in these times of shrinking budgets. *"Innovation is not necessarily expensive packaging, it's providing better product visibility,"* said Jean-Michel Farce, *"and represents change that is relevant and appropriate to the product's use. It does not systematically require huge production changes."*

Contact

IG Design
3 bis rue de l'Eperon
75006 Paris, France
Tel +33 (0)1 44 07 24 00
Fax +33 (0)1 44 07 30 54
jm.farce@igdesign.com
www.igdesign.com

Success stories

Ongoing success creating leadership

For three decades, IG Design has been crafting major success stories in innovative product packaging. From P'tit Louis in 1989 to PastaBox in 2009, along with Pim's, Paic Excel, Hollywood Sphere, Power Tab, and Air Pulse for Henkel, these package designs were both a sales and marketing success and are still relevant today. The original concept and technology developed by IG Design for P'tit Louis reinvented the way the product was consumed. Similarly, the Hollywood Sphere package design is still in use by different brands throughout Europe. IG Design's original packaging for PastaBox allows customers to enjoy food while it's hot, without burning their fingers, and at the same time provide maximum recyclability. ●