



Your Way To Market Guide.

Stress-minimizing survival
tips to better packaging



Your Way To Market Guide.

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For other survival tips call
800.848.7716 or visit comp24.com

-Foreword-

From concept to printing there are a zillion things that can go wrong during the packaging development process. Here's how Comp24 can help you extricate yourself from some of those "there's gotta be a better way to make a living" jams.





Turning your drowning pet into a soaring eagle.

It's your baby. That gem of a packaging idea that'll probably languish and die unless it receives the kind of nurturing and finesse to get enthusiastic approval up and down your management and distribution chain. Comp24 can help with everything from initial comps to picture perfect prototypes.

- 3D Renderings
- Shrinkwrap
- Labels
- Mechanical Studio
- Prototypes
- Prepress Consulting
- Rubdowns
- Models
- Airbrushing
- Retouching
- Sales Samples
- Flex/Indestructo
- Folding Cartons
- Stamp/Embossing
- Photography
- Color Management



Putting thoroughbreds into your dog and pony show.

There's nothing like flat art to make a packaging presentation fall flat. But with Comp24's help, you can take your ideas and bring them to life with actual size prototype comps expertly crafted to depict the impact your packaging idea will create on the shelf. And to create dimensional reality for webcasts, power point presentations, videos and more, our 3D renderings are guaranteed to pack your presentations with virtual "wow."

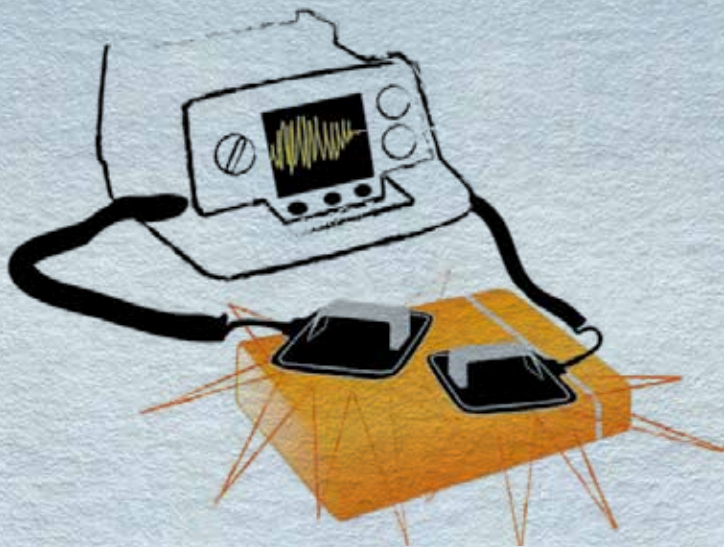
- 3D Virtual Comps
- Prototypes
- Models
- Shrinkwrap
- Hero Comps
- Folding Cartons



Stacking the deck for focus group testing.

Because focus groups can exhibit the compassion of an assassin, you need to approach these tests well-prepared. Comp24 can help by creating a wide assortment of packaging variations. The process makes for more accurate testing, and helps you find the kind of appealing attributes that can often make those great ideas rise to the top.

- 3D Renderings
- Prototypes
- Models
- Shrinkwrap
- Hero Comps
- Folding Cartons



You can't save it in post if your hero's dead on arrival.

The camera doesn't lie. So when you need hero packaging for shoots trust Comp24 to deliver picture perfect packages in just a matter of days. You'll always portray your product in great light, and it's usually much cheaper than digital post work.

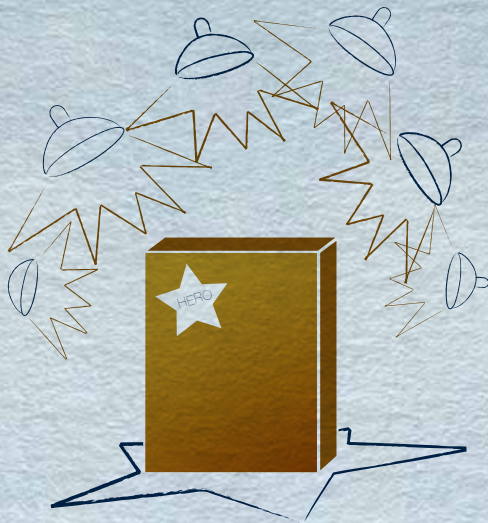
- Hero Comps
- 3D Renderings
- Transfers
- Models
- Props



Learning how to laugh in the face of all the samples Sales wants.

Whether they want a dozen, 500 or even 1,000 samples to take to the field, Comp24 is your source for tightly comped digital printed samples to help Sales gain distribution and expand shelf presence.

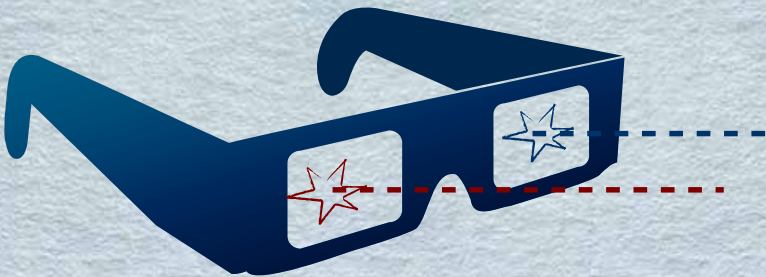
- Digital Die Cutting
- 6-Color Digital Printing
- Shrink Sleeve Seaming
- Flex/Indestructo
- Models
- Folding Cartons
- Labels



Avoiding blowups that can develop with enlargements.

No one, except maybe the retoucher, is happy when still shots are enlarged to reveal grainy type, chipped paint and imperfect coloring on a hero package. With Comp24 hero props you'll eliminate those outbursts of anger and disappointment with shooting models crafted to be exceptionally photogenic.

- Hero Comps
- 3D Renderings
- Transfers
- Models
- Props



See it in 3D without dorky glasses.

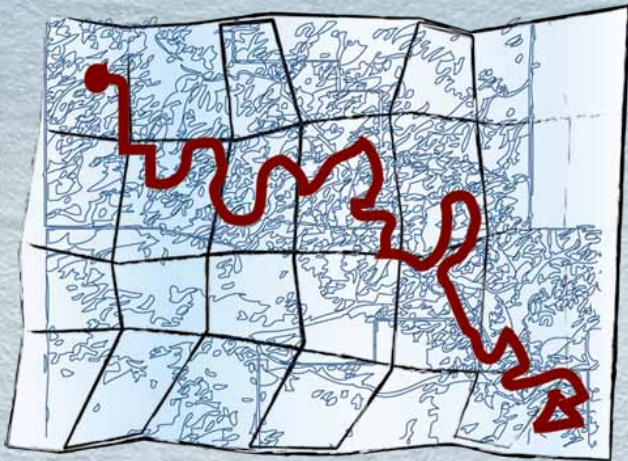
With Comp24 technology, you can easily view any design on any structure from any angle in any environment in virtual 3D. It's a cost-effective way to bring realism to websites, presentations... even TV commercials.



What to do when your primary color isn't part of Pantone's 2,058-hue rainbow.

Let Comp24 help you with color management. Whether it's spray painting a unique pearlescent color onto a tube, or printing a vibrant transparent foil color onto a carton, our advanced understanding of the nuances of color matching means there's virtually no color we can't replicate.

- 3D Renderings
- Prototypes
- Color Management
- Prepress Counseling
- Retouching
- Transfers
- Models



When you don't know how to get there, just ask for directions.

When the design team creates one of those beautiful ideas that no one seems to know how to produce, let Comp24 serve as your guide. For over 30 years, our prepress experts have counseled many a client down new production paths to excellent results.

- Prepress Consulting
- Color Management
- Mechanical Studio



In case of emergencies, deadlines don't get weekends or holidays off.

When our normal three day delivery time (from receipt of your digital file to completion of a 3D color correct comp) isn't fast enough to meet your deadlines, we've got people at every one of our offices who'll jump into super rush mode. Late nights, weekends, holidays... they're no obstacles to deadlines at Comp24.