

PACKAGING DESIGN MANUALS

BODYSHAPE
PACKAGING DESIGN MANUAL

The manufacturing process

```

    graph LR
      PM1((PM)) --> L1((L))
      L1 --> PM2((PM))
      PM2 --> L2((L))
      L2 --> PM3((PM))
      PM3 --> L3((L))
      L3 --> Supplier((Supplier))
  
```

SportXX Product Manager places an order. Supplier receives the packaging design manual and sends it back to SportXX.

BODYSHAPE
Migros Genossenschafts-Bund
BU SportXX

Packaging Design Agency

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Version 02
May 18, 2009

A.2

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Instructions for product photography **B.1**

Instructions for photographing Bodyshape products

Depending on the object, two photographs must be taken: one for the product and one for the shadow (without softbox). This is done and the 2 images are combined during image processing. One layer contains the knocked-out product (with transparent background) and a lower layer contains the shadow (with a white background). Send the final product to Ms. Isabelle Nauj at SportXX for proofing: isabelle.nauj@sportxx.ch

B.1

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Logo, color definition for Bodyshape Workout **C.1**

Product photograph made up of 2 images: aps (knocked-out product) in the foreground, dff (with shadow) multiplied, in the background

Illustration of a fitness exercise with white gloves. The illustrations are created by the agency Neuzell AG and made available by SportXX.

C.1

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Packaging design for Bodyshape weightlifting and endurance equipment

Bodyshape logo, font and background color
100% Black / 20% Cyan

Product description
English only
or
German / French / Italian
Isolde Gothic Web Pro, Bold
white negative

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Sample packaging for Bodyshape mini-stepper **C.2**

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Sample packaging for Bodyshape massage balls **D.2**

BODYSHAPE
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C.2

The printing data with all images and graphics are included on the DVD in folder C.2.

D.2

The printing data with all images and graphics are included on the DVD in folder D.2.

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PACKAGING DUMMYS



PACKAGING VORSTUFE



BITTE EAN AUF RICHTIGKEIT UND FUNKTIONALITÄT PRÜFEN! VOR DRUCKBEGINN EIN PROOF ZU HANDELN NEUZEIT AG SENDEN!									
Kunde:	JOWA AG	Farben CMYK Eurokala:	cyan	magenta	yellow	black	Programme:	E/F	Übertragung Kont.:
Auftrag:	HH Finest Rauchlachstaschen	Sonderfarben:					1. Kontroll:	30.04.2012	
Auftrags-Nr.:	1601.237	Artikel-Nr.:	12 MIG 7.2	Stanzriss:	Pant. 8402 C	Blindprägung	2. Kontroll:	04.05.2012	
Kontakt:	Michael Schoch michael.schoch@neuzeit.ch	Version:	7	CMYK Separation für Bilder:	Photoshop CS, iso coated v2 300%		3. Kontroll:	08.05.2012	keine Kontrolle:
	Laura Greco laura.greco@neuzeit.ch	Datum:	11.05.2012				Gut zur Produktion:	11.05.2012	
							Datenversand:	11.05.2012	



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80% ALLER
KAUFENTSCHEIDE
WERDEN
DIREKT
AM VERKAUFS-
PUNKT GEFÄLLT.**

