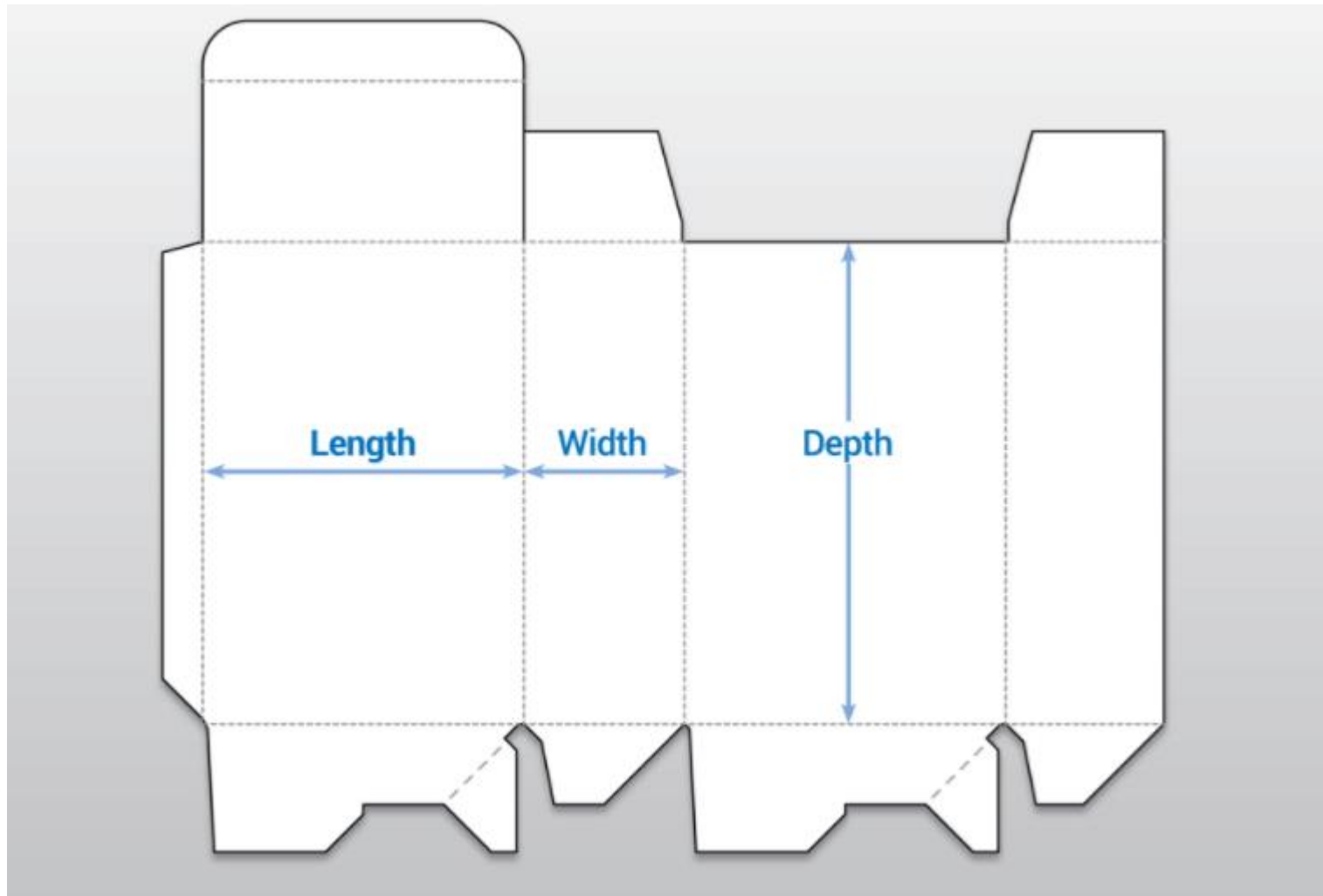




TALL BOX PACKAGING

Dr. Wandah Wibawanto., S.Sn., M.Ds



Untuk membuat sebuah kemasan “tall box” diperlukan konstruksi yang kuat dan presisi dimulai dari rangka/jejaring/bentangan kemasan.



Desain kemasan “Tall Box” memberikan ruang yang cukup secara vertikal

Penempatan elemen desain yang efektif memiliki tingkat empasis yang berbeda dimulai dari sisi depan, sisi belakang, sisi samping dan sisi atas.



Dalam mendesain kemasan “Tall Box” komposisi warna harus disesuaikan dengan siapakah target (konsumen yang akan dituju), bukan semata-mata ego desainer.

Pemilihan elemen desain juga harus melihat kompetitor, dan segmentasi pasar yang ditargetkan oleh produk.



Pemilihan warna desain, sangat dipengaruhi oleh jenis produk dan image yang ingin ditampilkan.

Sebagai contoh, lampu hemat daya didominasi warna PUTIH (mewakili cahaya) dan warna hijau muda (mewakili cinta lingkungan)



Finishing kemasan dapat dilakukan dengan penambahan lapisan UV atau DOFF untuk mendapatkan kesan eksklusif



Pertimbangan selanjutnya adalah Bagaimana produk akan didisplay

Secara kelompok atau didisplay secara khusus dengan POP





TALL BOX PACKAGING BEST SAMPLE



DESAIN BENTANGAN

Brand Mandatories



Bercik.co
Semarang

QR CODE CHECK

Date : 18.10.17
Time : 4.30 pm
Device : Iphone-4s
OS : Mac 9.5



Technical Ink

- Live Crop Area
- Die Cut
- Perfs

Printing Color

- | | |
|--------------|-------------|
| ■ HGS 2-0003 | □ Channel 4 |
| ■ HGS 2-0003 | □ Channel 5 |
| ■ Channel 3 | □ Channel 6 |









MADURASA BRAND PACKAGING
ITEM : 150G BOX PACKAGING
ZONE : INDONESIA
FILE NAME : DK_401_MIFTABUDISETIADI_2.psd
 Printed at 100%

BAM DESIGN SOLUTION

Zone : Asia
 Country : Indonesia
 Item : 150g Box
 Substrate : Paper
 Date : 04/10/2017
 Internal Ref#: 12345

Technical Inks

- Bleed
- Die Cut
- Perf

Printing Colors

- PANTONE 1235 C
- PANTONE 483 C
- PANTONE 115 C
- PANTONE BLACK 6C
- PANTONE 363 C
- PANTONE 368 C
- PANTONE 662 C

General Graphics Specifications

Minimum Typeface Size : 5pt
 Minimum Line Weight : 1pt
 Image Resolution : 300 pixel/inch
 Illustration / Line Art : Bitmap (.psd)

Teknikal Aspek Bentangan

Bran Mandatories













Global Solution

Zone : Asia
Quantity : Indonesia
Item : Packaging Teh Gunung Satria
Date : 04/10/2017

Technical Inks

 Die Cut
 Perf

Printing Colours

	C : 5 M : 31 Y : 41 K : 1
	C : 4 M : 25 Y : 27 K : 0
	C : 27 M : 11 Y : 28 K : 0
	C : 27 M : 7 Y : 7 K : 0
	C : 58 M : 47 Y : 100 K : 34
	C : 58 M : 74 Y : 68 K : 84
	C : 43 M : 26 Y : 100 K : 4
	C : 68 M : 74 Y : 58 K : 82
	C : 58 M : 76 Y : 45 K : 33
	C : 11 M : 29 Y : 100 K : 0







Global Solution

Zone : Asia
 Quantity : Indonesia
 Item : Packaging Teh Tong Tji
 Date : 04/10/2017

Technical Ink

..... Perf
 Die Cut

Print Color

- Pantone 360 C
- Pantone 460 C
- Pantone 741 C
- Pantone 663 C

BRAND ANDATORIES



BRAND AMBITION

ITEM : PACKAGING TEH TONG TJI
 NAME : MUHAMMAD ZULMI
 PRINTED : 100%







Brand Mandatories



NAO global solution

Zone: Asia
 Country: Indonesia
 Item .25L. Cold Fountain Cup
 Subtitle: PEPB
 Date: 25/09/2017
 Internal Refil: 51567

Printing Color

- #E6BBA8
- #DC1C4E
- #D34651
- #565656
- #FFDE2E

Printing Specification

Minimum Line Screen: 33 ipcm
 Maximum Color-Color Registration Error: 0.3 mm
 Maximum Print-Cut Registration Error: 0.8 mm
 Minimum Printed Tone Value: 15%

Naomi Alfatah
 2411415066
 Desain Kemasan R. 401
 Tugast 2





DESIGNER PROFIL

Name : Rakhmat Fatuloh
 Country : Indonesia
 Item : Kopi Kereta Api
 Zone : Semarang
 Date : 4/10/2017




BRAND MANDATORIES

Mandatories are shown to size,
 DO NOT reduce







Kereta Api

TECHNICAL INKS

 Bleed
 Die Cut
 Perfs

PRINTING COLOURS

 PANTONE BLACK 6 C
 PANTONE 663 C
 PANTONE 456 C
 PANTONE 1788 C





Global Solution

Zone : Asia
 Country : Indonesia
 Item : Packaging Teh Herbal Rosella
 Date : 03/10/2017

Technical Inks

— Bleed
 — Die Cut
 — Perf

Printing Colour

■ PANTONE 186C
 ■ PANTONE 7625C
 ■ PANTONE 113C
 ■ PANTONE 361C
 ■ PANTONE Back C
 □ PANTONE 7541C

General Graphic Specification

Maximum Typeface Size (Positive) : 9pt
 Maximum Typeface Size (Reserve) : 19pt
 Maximum Line Weight (Positive) : 1pt
 Maximum Line Weight (Reserved) : 2pt
 Image Resolution : 87 pixels/cm
 Illustration/Line Art (.ai)

Print Specification

Maximum Color-Color Registration Error : 0,3mm
 Maximum Print-cut Registration error : 0,8mm
 Minimum Printed Value : 15%

Brand Mandatories

Mandatories are show to resize
 DO NOT reduce





BRAND AMBITION PACKAGING

ITEM : Packaging Pepsodent

FILE NAME : DK_405_Alifian Anugrah A A_2

Printed at 100%

- PANTONE P 99-16 C
- PANTONE P 163-6 C
- PANTONE P 157-7 C
- PANTONE P 159-6 C
- PANTONE P 45-8 C
- PANTONE P 159-6 C

Brand Mandatories

Mandatories are shown to size, DO NOT reduce.

Alifian Anugrah

Zone : Asia
Country : Indonesia
Item : Packaging Pepsodent
Date : 01/10/2017

Technical Inks

- Die Cut
- Bleed
- Parfs

Printing Colors

- PANTONE P 157-7 C
- PANTONE P 45-8 C
- PANTONE P 159-6 C
- PANTONE P 159-6 C
- PANTONE P 99-16 C
- PANTONE P 163-6 C

General Graphic Specifications

Minimum Typeface Size : 7 Point
 Minimum Typeface Size (Reversed) : 8 Point

Minimum Line Weight : 1 Point
 Minimum Line Weight (Reversed) : 1,5 Point

Image Resolution : 87 pixels/cm
 Illustrations / Line Art : Vector Art (.ai)

Print Specifications

Maximum Color Registration Error : 0.3mm
 Maximum Print-Cut Registration Error : 0.3mm
 Minimum Printed Tone Value : 15%

BARU

Pasta Gigi
Pepsodent

Percegah Gigi Berlubang dari Ekstrak Green Tea

Netto 190g


HERBAL
Green Tea

BENTANGAN


NATURE REPUBLIC



Netto : 150 ml



NATURE REPUBLIC

IDENTIFIKASI :
Aloe Barbadosensis Leaf Extract (92%), Alcohol, Glycerol, Polycaprylate, Dipropylene Glycol, Benzylene Glycol, Glycolate, Propylene Glycol, 1,2-hexanediol, Polyglutamate Acid, Retinol, Sodium Myristate, Carotinal Officialis Flower Extract, Mentha Viridis (Spearmint) Extract, Melissa Officialis Extract, Carbitam, FIC-60 Hydrogenated Castor Oil, Tricarbonylamine, Phenoxyethanol, Water, Parfum, Disodium EDTA.
Diperoleh oleh : PT Aloe Vera Indonesia



HOW TO USE

Gently massage with a foam against your face and rinse off. Follow with a cleansing foam wash.

Pijat dengan perlahan dan merata pada bagian yang akan dibersihkan. Lalu bilaslah dengan air.

HOW TO USE

Information Center


ALOE VERA INDONESIA
(0285) 381376
@aloeveraid

Information Center


ALOE VERA INDONESIA
(0285) 381376
@aloeveraid



HOW TO USE

Gently massage with a fair amount over face and tissue off. Follow with a cleansing foam wash.

Pijat dengan perlahan dan merata pada bagian yang akan dibersihkan. Lalu bersihkan dengan air.

Information Center



ALOE VERA INDONESIA

(0285) 381376
@aloeveraid

PASTA GIGI KODOMO KIDS FRUITY MIX

Netto : 45g

Wilayah : Indonesia

Nama File : 0062_INA_KODOMOKIDS.ai

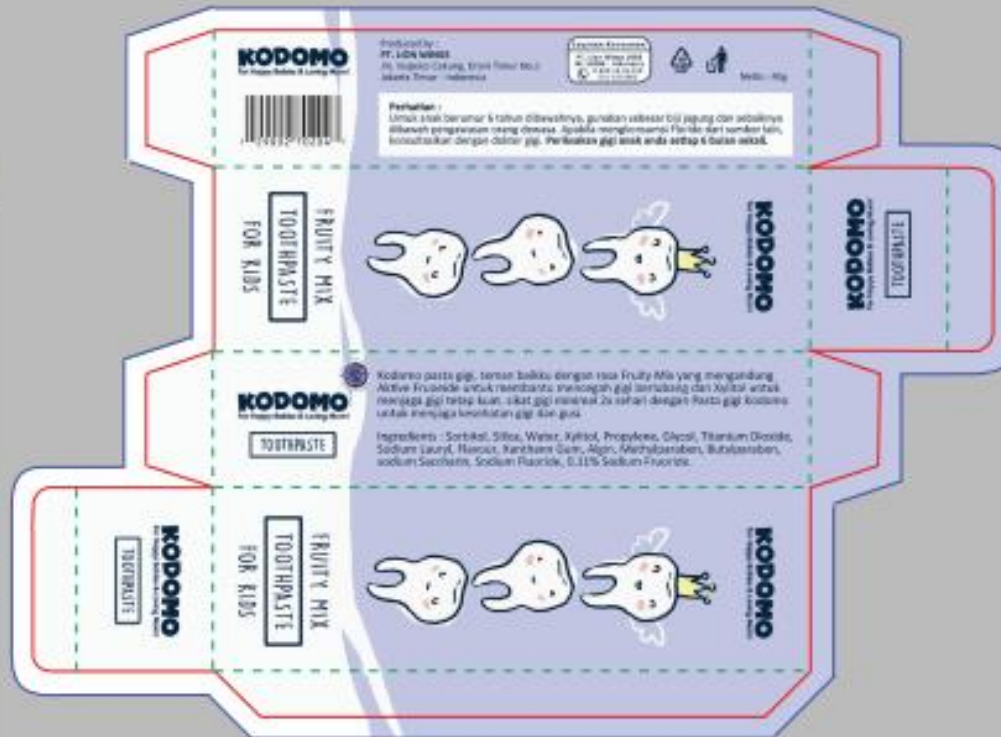
Brand Mandatories

Sesuai yang tertera,
DILARANG MENGUBAH

KODOMO
For Happy Babies & Loving Mum!

QR CODE CHECK

Tanggal : 03.10.2017
Waktu : 12.18
Perangkat : Xiaomi Redmi 3



KODOMO KIDS FRUITY MIX

PT. Lion Wings

Tanggal 20/9/2017

Pasta Gigi Kodomo Kids
45 g.

Calibri

MEYMUFAIDA

Zona : ASIA

Negara : Indonesia

Netto : 45 g

Tanggal : 03/10/2017

Technical Ink

- Perfs
- Bleed
- Die Cut

Warna Cetak

- 2708 C
- Channel 4
- Channel 2
- Channel 5
- Channel 3

Spesifikasi Standar Grafis

Minimum Color Value : 2%
Minimum Typeface Size (Positive) : 6 pt
Minimum Line Weight (Positive) : 5 pt
Image Resolution : 300/cm
Illustrations / Line Art : Bitmap (.psd)

Spesifikasi Cetak

Minimum Color-color Registration Error : 0,3 mm
Minimum Print Cut Registration Error : 0,8 mm
Minimum Printed Tone Value : 15 %



Risang Pratama

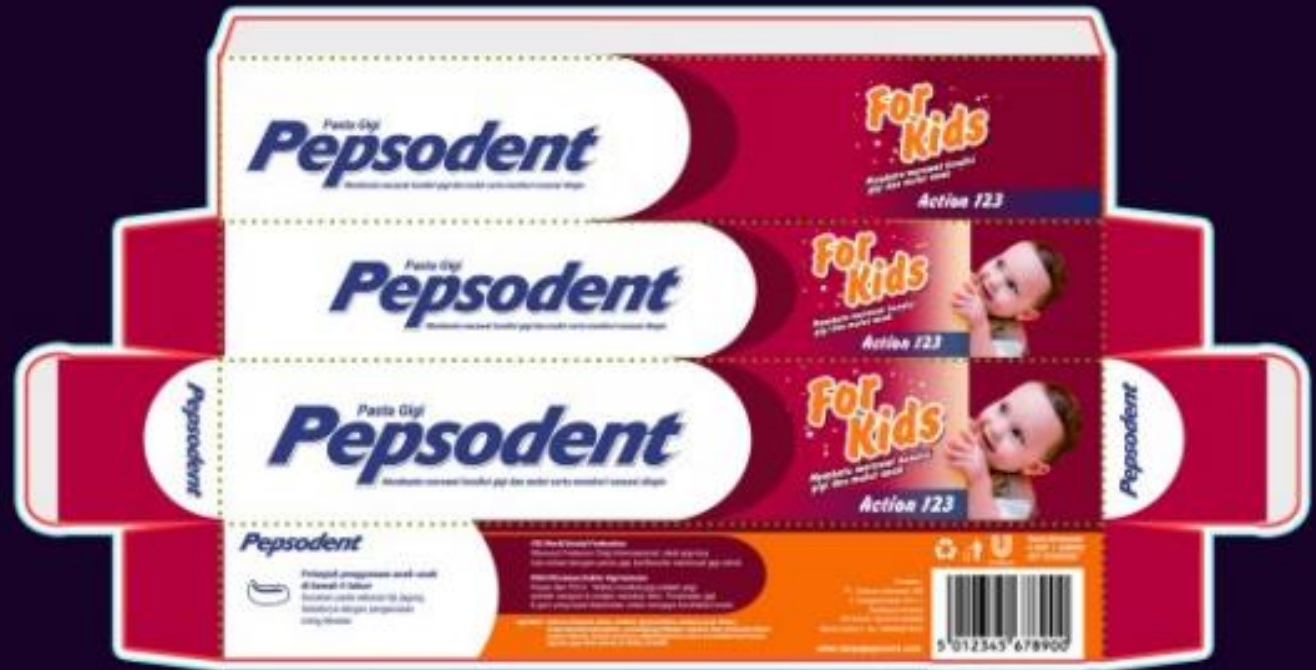
Zone : Asia
Country : Indonesia
Item : Packaging
Pepsodent
Date : 4/10/2017

Technical Link



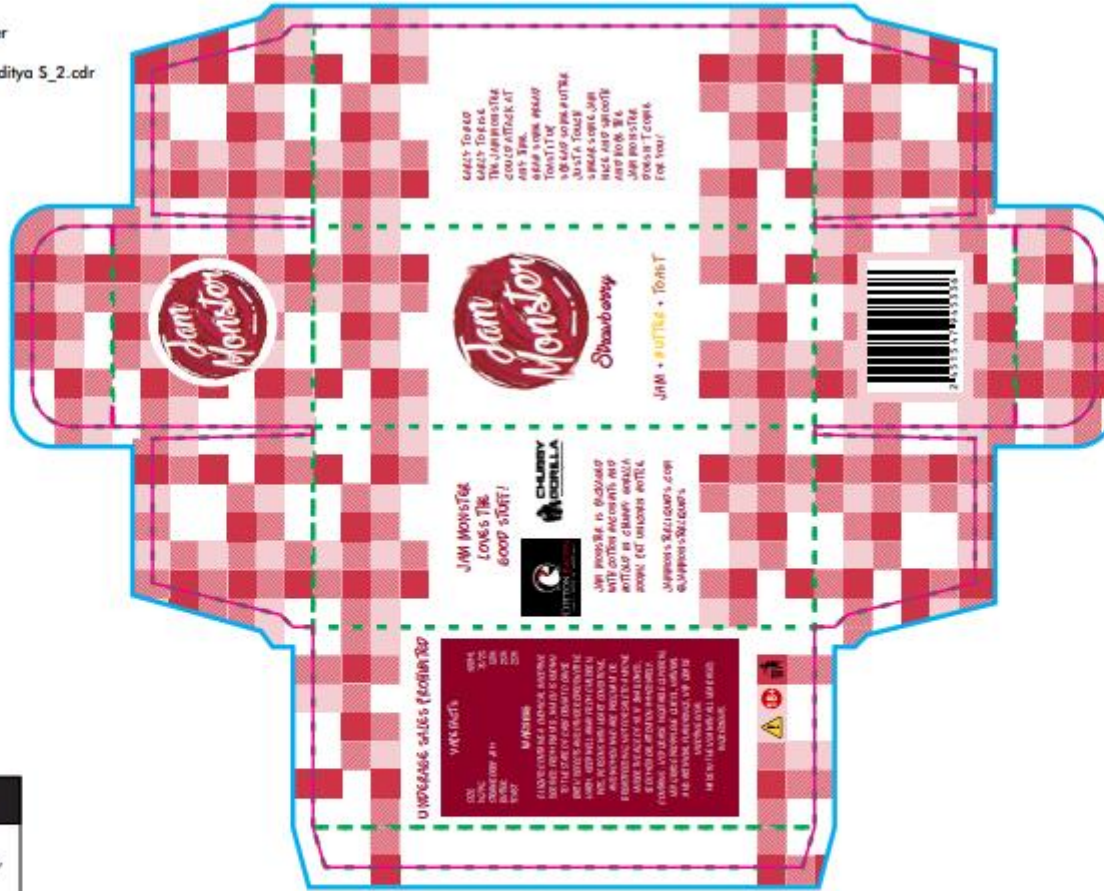
Printing Color

- #b3013c
- #730529
- #f76a04
- #313d7f





Brand Ambition Packaging
 Item : 100ml Liquid Jam Monster
 Zone : Asia
 FILE NAME : DK_405_Riska Priaditya S_2.cdr
 Printed at 100%





DK_405_Riska Priaditya S_2.cdr





Brand Mandatories

Mandatories are shown to size,
DO NOT reduce





IMPORTANT NOTES	Material -	Machine -	Proof Approval PLEASE REMEMBER It is the customer responsibility to the check that no errors have been made in the production of this artwork. Any correction to the design must be clearly marked when you are satisfied please sign "Approved by" and return to us for the production of the printing plates.	Product : 100ml Liquid Jam Monster
	 PMS 1955 C	 CMYK		Approved by : Customer : Description :
				Proof No. :

Priadityar
Zone : Asia Country : Indonesia Item : 100ml Liquid Substrate : PEPB Date : 4/10/2017 Internal Ref# : 3343
Technical Inks
 Die cut  Bleed  Perfs
Printing Colors
<input checked="" type="checkbox"/> PMS 1955 C <input type="checkbox"/> Channel 5 <input type="checkbox"/> Channel 2 <input type="checkbox"/> Channel 6 <input type="checkbox"/> Channel 3 <input type="checkbox"/> Channel 7 <input type="checkbox"/> Channel 4 <input type="checkbox"/> Channel 8
General Graphics Specifications*
Minimum Color Value : 2% 
Minimum Typeface Size (Positive) : 7 Points
Minimum Typeface Size (Reversed) : 7 Points
Image Resolution : 87 pixels/cm <input type="text" value="pixel/cm"/>
Does Artwork Include : <input type="checkbox"/> Halftone Image
<input type="checkbox"/> Line Conversion Image <input type="checkbox"/> Process Image
Illustrations / Line Art: Vector Art (.cdr)
Print Specifications
Minimum Line Screen : 33 lpcm
Maximum Color-Color Registration error : 0,3mm
Maximum Print-Cut Registration Error : 0,8mm
Minimum Printed Tone Value 15%





HOT CHOCO

Fonts : CHOCOLATE BAR DEMO
GLOSS AND BLOOM
Arial

Havi Global Solution

Zone : Europe

Country : Germany

Item : 25L Cold Fountain Cup

Substrate : PPSB

Internal Ref# : 41915

Technical Links

-  Live Copy area
-  Live Band Area (wraps Only)
-  No Print Area
-  Die Cut
-  Bleed
-  Common Bleed Die Cut
-  Score
-  Parts

Printing Colors

- | | |
|---|---|
|  #3F322C |  #F9F6CB |
|  #Ac8858 |  #373435 |
|  #783B06 | |

General Graphic Specification

- Minimum Color Value : 2%
- Minimum Type Size (Positive) : 4 point
- Minimum Typeface Size (Preserved) : 5 point
- Minimum Line Weight (Positive) : 1 point
- Minimum Line Weight (Preserved) : 1.5 point
- Image Resolution 67 pixels/cm
- Image Artwork Include : Halftone Image
- Line Conversion Image : ProcessImage
- Illustration / Line Art : Vector art (CorelDraw)

Print Specifications

- Minimum Line Screen : 33pcm
- Minimum Color-Color Registration Error : 0.3 mm
- Minimum Print-Cut Registration Error : 0.8 mm
- Minimum Printed Tone Value : 15 %



Brand Mandatories

Mandatories are shown to size,
DO NOT reduce




Havi Global Solution

Zone : Europe
Country : Germany
Item : 25L Cold Fountain Cup
Substrate : PEPE
Internal Ref: 41915

Technical Links

- Live Copy area
- Live Band Area (wraps Only)
- No Print Area
- Die Cut
- Bleed
- Common Bleed Die Cut
- Score
- Parts

Printing Colors

#F1BD63	#587444
#C98B34	#443534
#E7392C	
#F2AC1E	

General Graphic Specification

Minimum Color Value : 2%
Minimum Type Size (Positive) : 4 point
Minimum Typeface Size (Preserved) : 5 point
Minimum Line Weight (Positive) : 1 point
Minimum Line Weight (Preserved) : 1,5 point
Image Resolution 57 pixels/cm
Image Artwork Include : Halftone Image
Line Conversion Image : Process/Image
Illustration / Line Art : Vector art (CorelDraw)

Print Specifications

Minimum Line Screen : 33pcm
Minimum Color-Color Registration Error : 0,3 mm
Minimum Print-Cut Registration Error : 0,8 mm
Minimum Printed Tone Value : 15 %

DUETO

Tues, Oct 04 2017
19.02

DK Bupkis
Century Gothic

#F1BD63	#587444
#C98B34	#443534
#E7392C	
#F2AC1E	





