



The Big Book of Packaging Prototypes: Templates for Innovative Cartons, Packages, and Boxes

Edward Denison, Richard Cawthray

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The Big Book of Packaging Prototypes is both a source of inspiration and an invaluable reference tool. It provides a visual catalyst for the creation of exciting packaging designs. The diverse range of carton templates, which are also included on the accompanying CD, demonstrates the huge variety of packaging possibilities, and the beautifully photographed finished models inspire the imagination. Product suitability and distinguishing characteristics are included for each design, and a system of icons provides easy access to information on every aspect of the designs, from their ecological implications through to their material suitability.

Authoritative essays detail the principles of packaging, along with the issues and challenges faced by contemporary packaging designers. A handy guide covers all the major types of closure, and a quick reference list summarizes common packaging materials and their typical uses.

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