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Structural Packaging Art

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ISBN	9789881468734
Publisher	Artpower International
Binding	Hardback
Territory	USA & Canada
Size	8.46 in x 11.22 in
Pages	300 Pages
Illustrations	400 color
Price	$65.00

- A fantastic graphic design resource for creating imaginative and eye-catching product promotion and packaging

Structural Packaging Art has it all wrapped up, literally! Presenting the most innovative and imaginative graphic designs and technical constructions using paper and cardboard to promote a range of products from snacks to stationery, to teabags and truffles. All are designed to create a unique identity and brand within a highly competitive consumer market, colorful and eye-catching, quirky and desirable these wrappings are about first impressions with the focus on presenting each item as a 'gift' to be purchased, then savoured and enjoyed as an essential feature of the whole product experience.

Published 26th Jan 2017