

A taste of packaging perfection with Studio



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Andrea Canale, Graphic Arts Director, Loacker, Italy

The challenge

Italian confectioner Loacker used to outsource its packaging renderings to multiple agencies. It was time consuming and expensive. The company wanted to regain autonomy over its packaging design process.

The solution

Loacker implemented Studio, a unique set of tools for 3D packaging design made specifically for packaging artwork professionals.

The benefits

- Studio removes the need for physical mock-ups or pack shots that were outsourced to multiple agencies
- The highly realistic 3D renders serve both design and marketing purposes
- Designing packaging in Studio is faster and brings significant cost savings



Read more about Studio on www.esko.com/studio



3D model created in Esko Studio.
Image courtesy of Loacker.

Delights from the Dolomites

“We are a company that takes pride in our longstanding tradition – we want to stay true and authentic to our founder’s vision. But there is no reason we cannot embrace the latest innovations to help us to do that.”

Andrea Canale is the Graphic Arts Director at the confectioner Loacker, which is the leading global brand in the premium wafer market. He is talking about his decision to bring in Esko’s Studio software to help with the company’s packaging design process.

Founded in 1925, Loacker is an Italian, family-owned company that produces high quality wafer and chocolate specialties, and prides itself on its classic look and feel that has evolved in a self-similar way over time.

Products that look as good as they taste

“Ultimately we want our products to look as good as they taste,” he continues. “Studio is an enabler of that – it has brought huge efficiencies to our design process, improved the speed and quality of our renderings, and resulted in significant savings in time and money.”

Esko’s Studio is a unique set of tools for 3D packaging design made specifically for packaging artwork professionals. The software is intuitive and powerful, allowing designers to work faster, more creatively and with a higher degree of technical accuracy. It takes away the need for physical mock-ups. It hugely improves and simplifies the collaboration and communication for everyone involved in the design and development process.

Regaining autonomy over the packaging design process

Mr. Canale saw the potential of Studio, and worked with it on his own time to learn the software and build the case for using it more widely in the company.

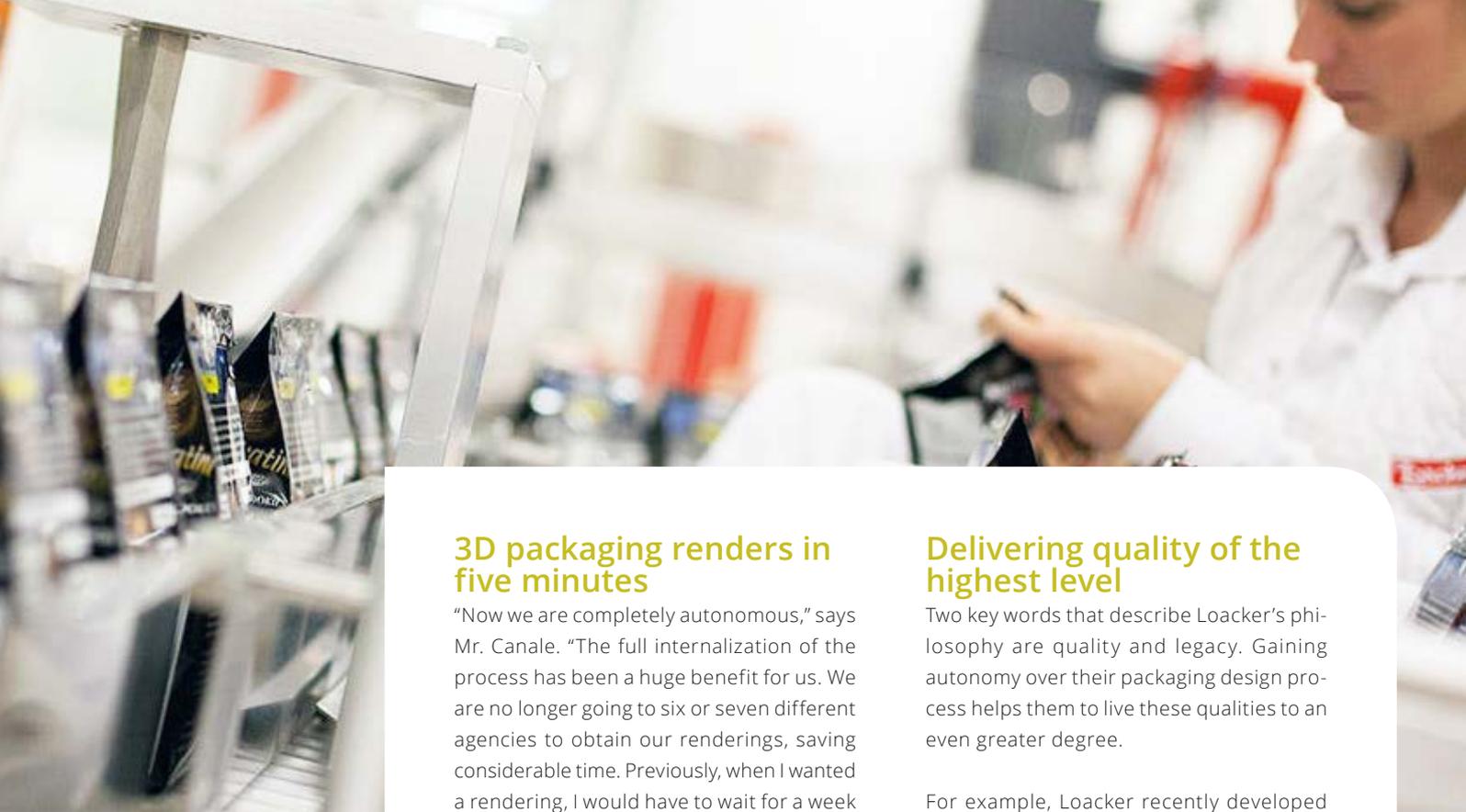
“When I joined the company, I was keen to implement a complete packaging lifecycle management process, from the art layout onwards,” he explains. “Up until four years ago, we made our packaging renderings with Adobe® Photoshop® or outsourced them to multiple agencies. I could see that Studio was the perfect solution for us. It was like my hobby in my spare time; I started using it to discover what it could do. I was impressed! I shared the outputs with the board of directors and explained the potential – they soon agreed to utilize the software more extensively.”

By the end of 2017, Mr. Canale’s team was producing all of their packaging renderings through Studio – they have now finished over 2,000 in total.

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3D model created in Esko Studio.
Image courtesy of Loacker.



3D packaging renders in five minutes

“Now we are completely autonomous,” says Mr. Canale. “The full internalization of the process has been a huge benefit for us. We are no longer going to six or seven different agencies to obtain our renderings, saving considerable time. Previously, when I wanted a rendering, I would have to wait for a week and I would spend a lot of my own time preparing all the templates and so on. Now we can produce a rendering in five minutes. That’s a huge time saving, which of course also has significant cost savings.”

Delivering quality of the highest level

Two key words that describe Loacker’s philosophy are quality and legacy. Gaining autonomy over their packaging design process helps them to live these qualities to an even greater degree.

For example, Loacker recently developed a new design identity – which, while staying true to their classic, traditional style, embraced more realistic and lifelike imagery.

The images they used in the past were too airbrushed, too ‘perfect’, for the new style. Studio produces renders with such realism, that Loacker has been able to reflect the quality and authenticity of the updated brand guidelines, while staying true to the company legacy.

“It is also important for us to be in control of our own internal processes because it is a basic brand expectation that everything we do is of the highest quality,” continues Mr. Canale. “Now we are in complete control of our packaging design, we know that we can implement quality control at every step.”

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3D model created in Esko Studio. Image courtesy of Loacker.

Benefits beyond the design phase

Mr. Canale manages a team of 9 people; while about half of these work on the packaging and labelling, the other half focus on the design and advertising.

“It is quite unusual to have a department that combines these two elements together,” says Mr. Canale. “But Studio is helpful for everyone in the team. The great thing about Studio is that it is entirely focused on packaging – and that is my world – and the outputs are perfect not only from a technical point of view but also for marketing and other purposes.”

The benefits of highly realistic renders do not stop at the design and review stage – they can also be used for retail and marketing purposes after approval. Previously, pack shots could only be completed once the packaging was completely finalized – at which point a professional photographer would be brought in. Studio removes the need for this.

Integrated and harmonized solutions

Loacker also uses ArtiosCAD, Esko's structural design software for packaging design, and ArtPro, Esko's packaging preproduction editor.

Studio is the latest Esko software implemented at Loacker, and together all of these solutions are forming a single harmonized solution.

From the technical drawings, over the ready-to-print files for the suppliers, to visualization: Loacker now has an integrated and streamlined process.

A true partnership continues

Loacker is also evaluating Esko's Store Visualizer for a 360° experience on the virtual shelf where consumers can interact with potential packaging designs.

“With Esko, I always know there will be full integration with other software. It is an example of why Esko is a trusted partner for Loacker. They really understand my job from my perspective, and are able to bring the solutions I need.”

“Working with different software packages can be time consuming, but with Esko, I always know there will be full integration with other software,” said Mr. Canale. “It is an example of why Esko is a trusted partner for Loacker. It is important to us to work with partners, not suppliers, and in recent years, that is exactly what we have established with Esko. They really understand my job from my perspective, and are able to bring the solutions I need.”

About Loacker

Founded in 1925, Loacker is an Italian, family-owned company that produces high quality wafer and chocolate specialties. The leading global brand on the premium wafer market has an international distribution network in over 100 countries in the Middle East, Africa, America, Asia and Europe.

www.loacker.com