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What Is Packaging Design Essential Design Handbook

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Choice of product packaging design is essential to its success in the marketplace. ... To achieve effective product packaging design, therefore, some of the essentials you need to consider include ...

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~~What is Packaging Design?~~ by Giles Calver

Two questions only that your product packaging design has to answer. Below, we've pulled together a list of all the [ingredients] needed to answer these two questions. Be sure to then arrange these elements into a logical, easy-to-follow layout: our recipe for powerful packaging communication.

~~8 elements that should feature on your product packaging ...~~

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