



Packaging Capabilities

THE LIFECYCLE OF YOUR
PACKAGE STARTS HERE



Our mission is to help brands bring their visions to life by providing them with innovative marketing solutions.

Who We Are

ABC Imaging is the largest provider of innovative visual marketing solutions and the preferred partner for **premier brands and retailers.**

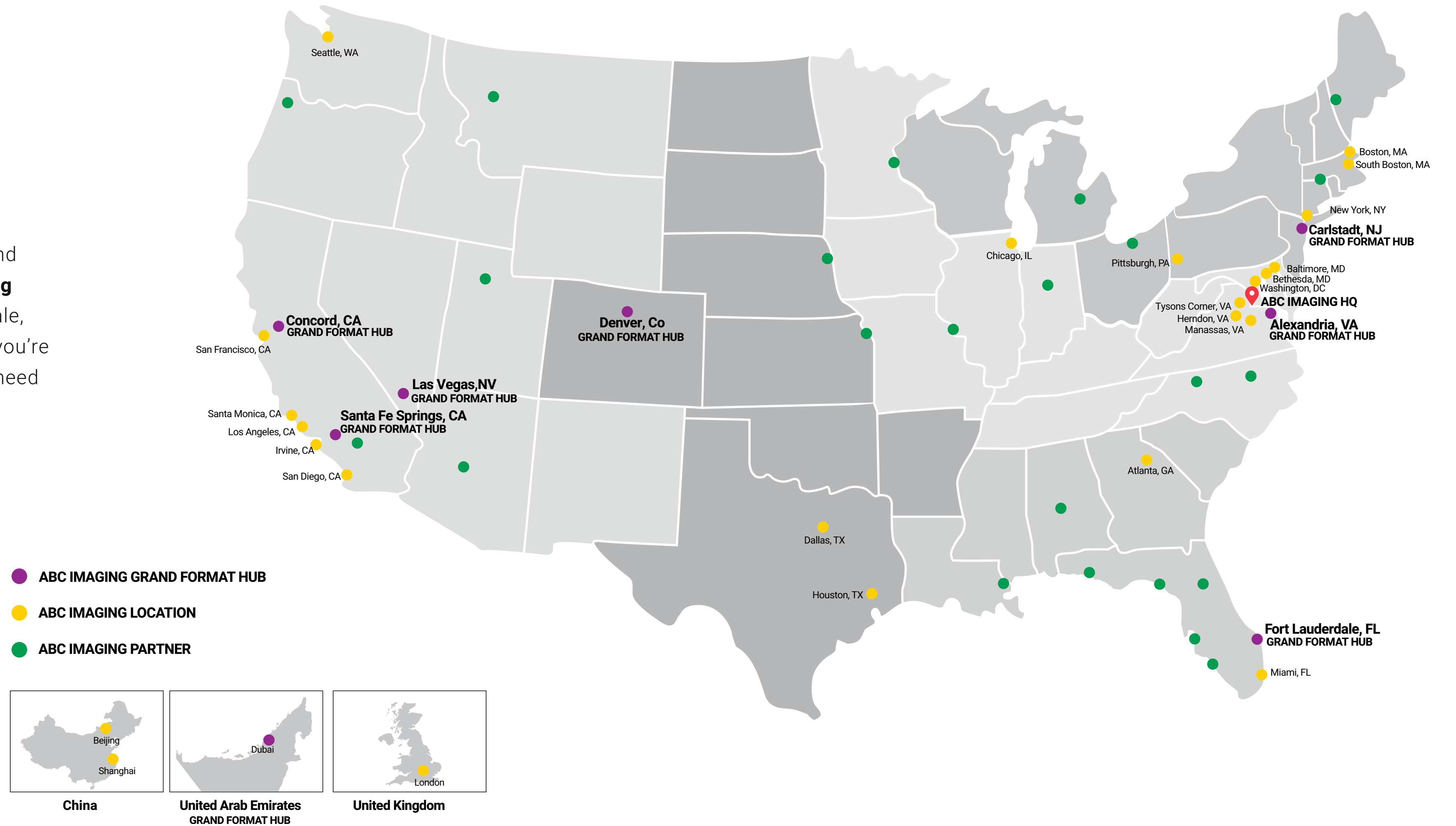
We create branded environments, or high-impact visual spaces, for retailers, museums, QSR's, arenas, events, and corporate environments.

We are also packaging experts with end-to-end creative services, including design, photography and retouching, CGI, prototyping, and prepress capabilities, supporting our clients throughout the entire process.



Our Locations

We have facilities in New York City, Atlanta, Los Angeles, New Jersey, and China **equipped to handle everything** you'd need to support maximum scale, scope, quality, and speed. Whether you're rolling out to hundreds of stores or need some specialized handcrafted work, we've got you.



What We Do

- Branded Environments
- Creative
- Packaging
- Technology



BRANDED ENVIRONMENTS



CREATIVE



PACKAGING



TECHNOLOGY

MARKETS
WE SERVE

Food & Beverage
Wine & Spirits
Health & Beauty
Snacks & Candy
Lawn & Garden
Pharmaceuticals
Sporting & Outdoor



A few clients we work with

Our work for the most discerning brands speaks for itself.



COTY

CLINIQUE

yes to

Calvin Klein

Christian Dior

MARC JACOBS

Nestlé

MAC

SEPHORA

Kiehl's
SINCE 1851

Coca-Cola

Johnson & Johnson

★ macy's

bloomingdale's

ERNO
LASZLO

bareMinerals
BE ORIGINAL. BE NATURAL. BE GOOD.

MAKE UP
FOR EVER
PROFESSIONAL - PARIS

benefit
SAN FRANCISCO

Dole

Medical Aesthetics
RegeniX



bliss®

NARS

clarisonic

butter™
LONDON



freeze 24-7
SKINCARE

HOLLYWOOD, CALIFORNIA
GLAMGLOW®

ud
URBAN DECAY
beauty with attitude

KORRES
Cosmétiques Naturels

glo minerals

Living proof.™

StriVectin

supersmile.

O·P·I

BITE

BECCA®

ESTÉE LAUDER

Wonderful®



philosophy®



Packaging Services



STRUCTURAL DESIGN



PROTOTYPES AND MOCKUPS



3D DISPLAY



STUDIO PHOTOGRAPHY



CGI AND PRODUCT RENDERINGS



PRODUCTION ARTWORK



Structural Design

We're a true partner to our clients, adding value-added services when and where they're needed most – from print quality management to on-site consultative support.

- Primary and Secondary Packaging
- ArtiosCAD Studio
- Die Line Creation and Exchange
- Multiple CAD Cutting Tables
- Onsite Graphic Design and Finishing
- Model Making

Prototypes & Mockups

We'll help you bring your brand vision to life, guiding you through every step of the prototyping process.

- Shrink Wraps
- Flexible Packaging
- Bottles, Tubes
- Folding Cartons
- Set boxes
- Labels
- Short Run & Sales Samples
- Embossing & Debossing
- Silkscreen & Transfers





3D Display

Bring your product to life with three dimensional elements that showcase every detail of your product.

- CAD Layout
- CNC Routing
- Influencer Boxes
(with Digital Effects)
- Silkscreen
- Airbrush
- Hand Assembly
- Laser Cutting

Studio Photography

Complimenting our production and packaging capabilities each of our locations are equipped with photography and retouching studios. Combining these capabilities our clients experience reduced costs, increased speed and control complete over their final image.

- On-Site Photographer
- Creative Retouching
- CGI & Rendering Studio
- Talent Management
- Product & Food Styling
- Set & Prop Building





CGI & Product Renderings

This is where we bring design intent to life, ensuring your files are built correctly the first time.

- Vector based images (resolution independent)
- Ideal for multiple skus sharing common structures
- Versatile and configurable, Any angle any environment
- Can be used in combination with traditional photography
- Same assets used for static and animations

Production Artwork

- Die Lines
- Line Extensions
- Copy Changes
- Translations & Localizations
- Style Guides
- Packaging Prepress

Our centralized-controlled processes:

- Protect hard-earned brand identity
- Ensure files are built correctly the first time
- Increase the quality and integrity of files
- Ensure a predictable prepress and print processes





Our Process

01

**PROJECT
DISCUSSION**
Brainstorm

02

**STUDIO &
PRODUCTION**
Consultation about how
we can leverage your brand

03

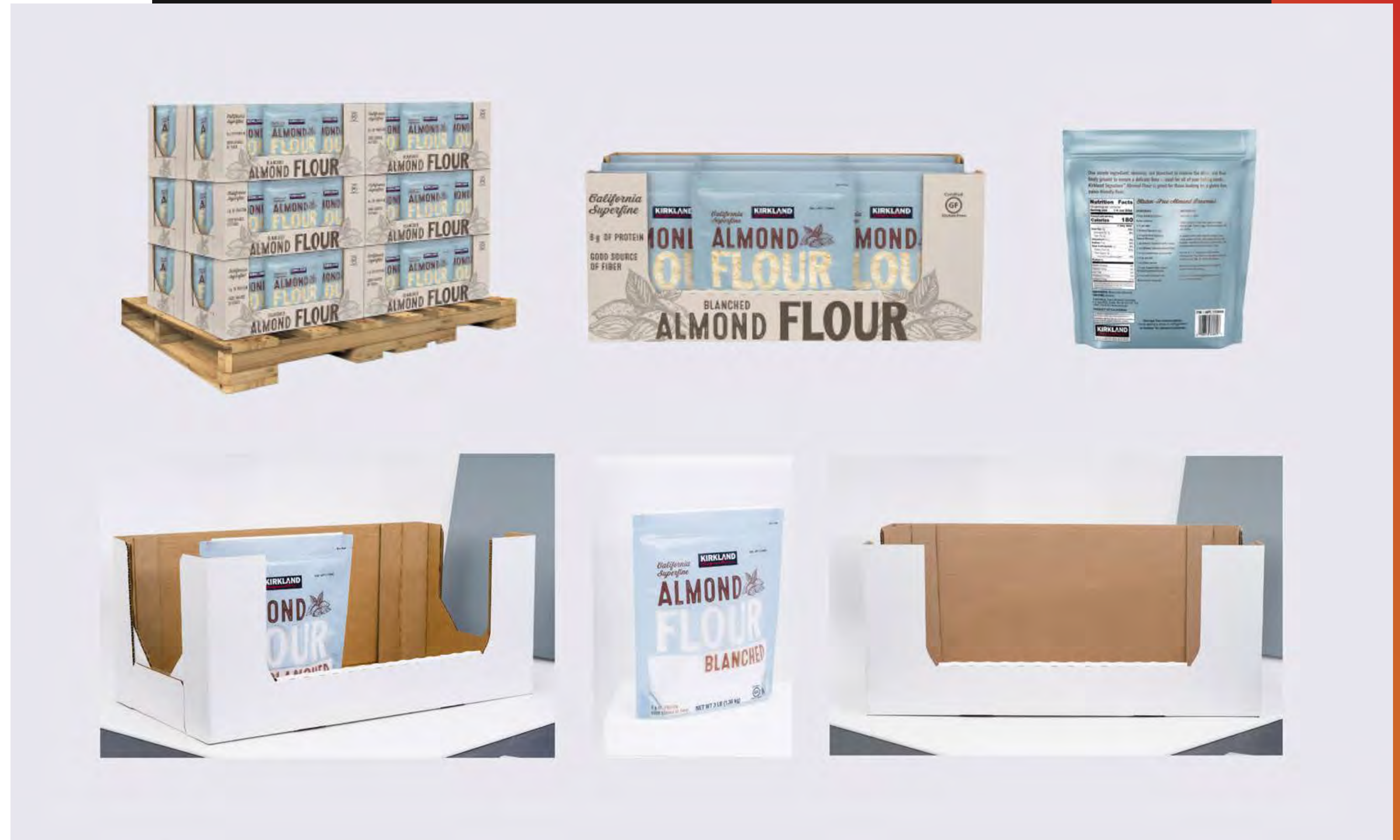
**DELIVERY &
FULFILLMENT**
(Comps, Prototypes/Props,
Production Artwork, Sales Samples,
Photography, CGI)

ABC Imaging partners with you at any stage of your project, whether it be in early development or during final fulfillment. We serve as an extension of your team, and will help execute your current ideas or generate innovative new ideas.

Portfolio



Costco needed a flexographic bag and box comps for their Kirkland Signature Almond Flour. Utilizing our cross-national facilities, we created the comps, conducted a photoshoot, and created pallet renders to illustrate how the design would look on shelves. A CGI rendering was done to highlight the unique differences and flexibility between CGI and traditional photography.





For Budweiser's flashiest FIFA soccer campaign yet, they featured brew-delivering drones and light-up cups that were noise activated by the sound of cheering crowds. Merritt Productions called on ABC Imaging to perfect the packaging seen in the commercials, who worked on transfers for the Budweiser logo, cups and gold FIFA trophies to do so.

A pioneer in the craft beer industry, Ballast Point recently introduced its new 'Fathom' IPA, asking ABC Imaging to quickly create sales samples for its vibrant, new packaging. With an eye on brand standards and color perfection, ABC Imaging produced dozens of prototypes of Fathom IPA cans, bottles and boxes, helping Ballast Point introduce its new brew with a big splash.

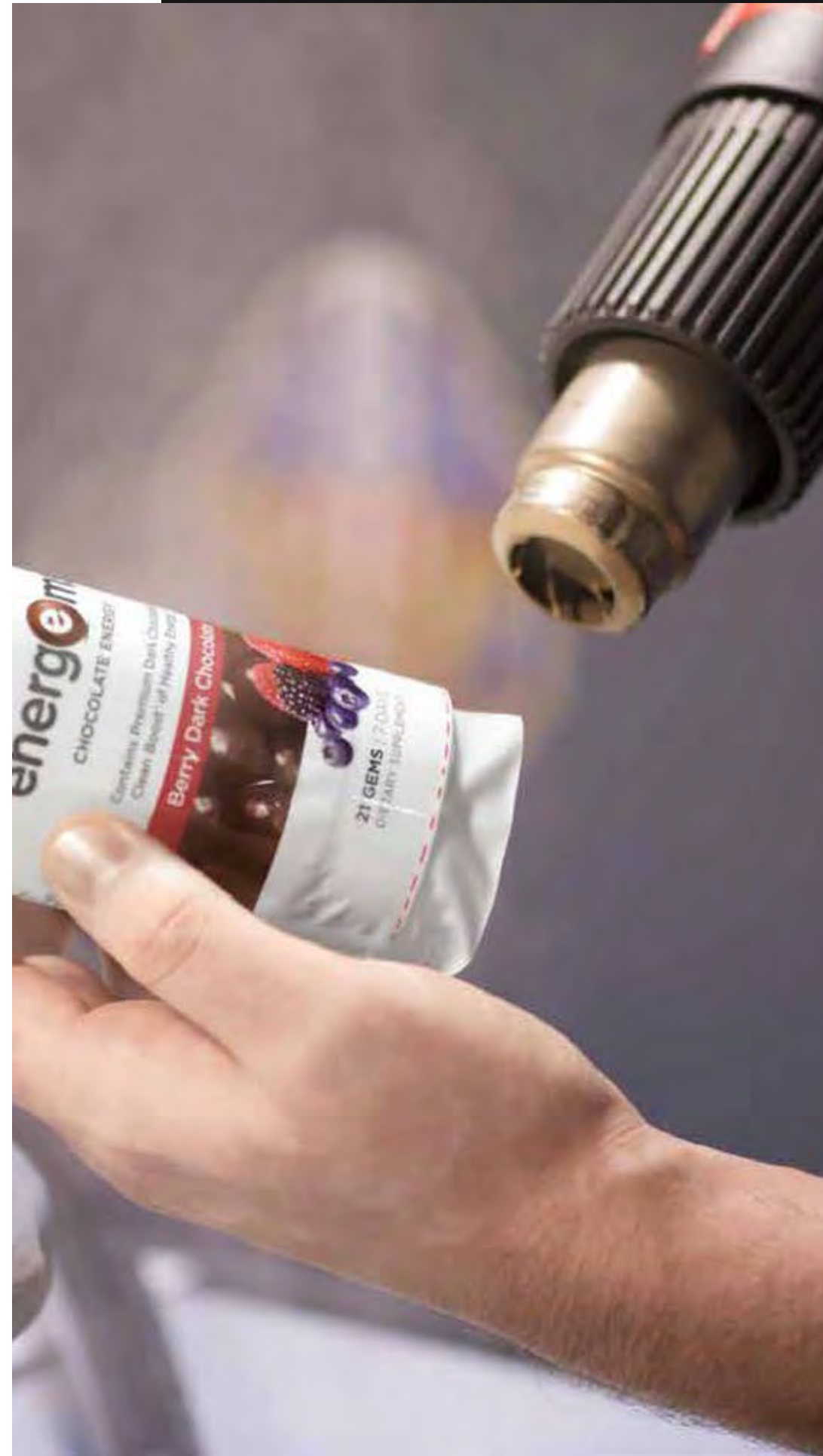




Partnering with Sexy Hair for years, ABC Imaging knows how to help ensure that their packaging is always bold and exciting. Their new HOT Sexy Hair line was no exception. Making sure the colors pop, we do extensive color testing to guarantee that Sexy Hair continues to stay — sexy.

SEXY HAIR

Our work began with simple distortion and shrink-wrap tests to resolve design issues and led to hero prototypes used in focus groups and high-end, camera-ready comps for photography and advertisements. As a result of their heightened brand image, Energems won the Best New Product award at the National Association of Trade Drug Stores (NACDS) Total Store Expo.



ENERGEMS



CLEAN RESERVE

A simple brand with a simple concept, Clean Beauty approached ABC Imaging to produce packaging for their Reserve line of perfumes that were as beautiful and pure as the contents within.

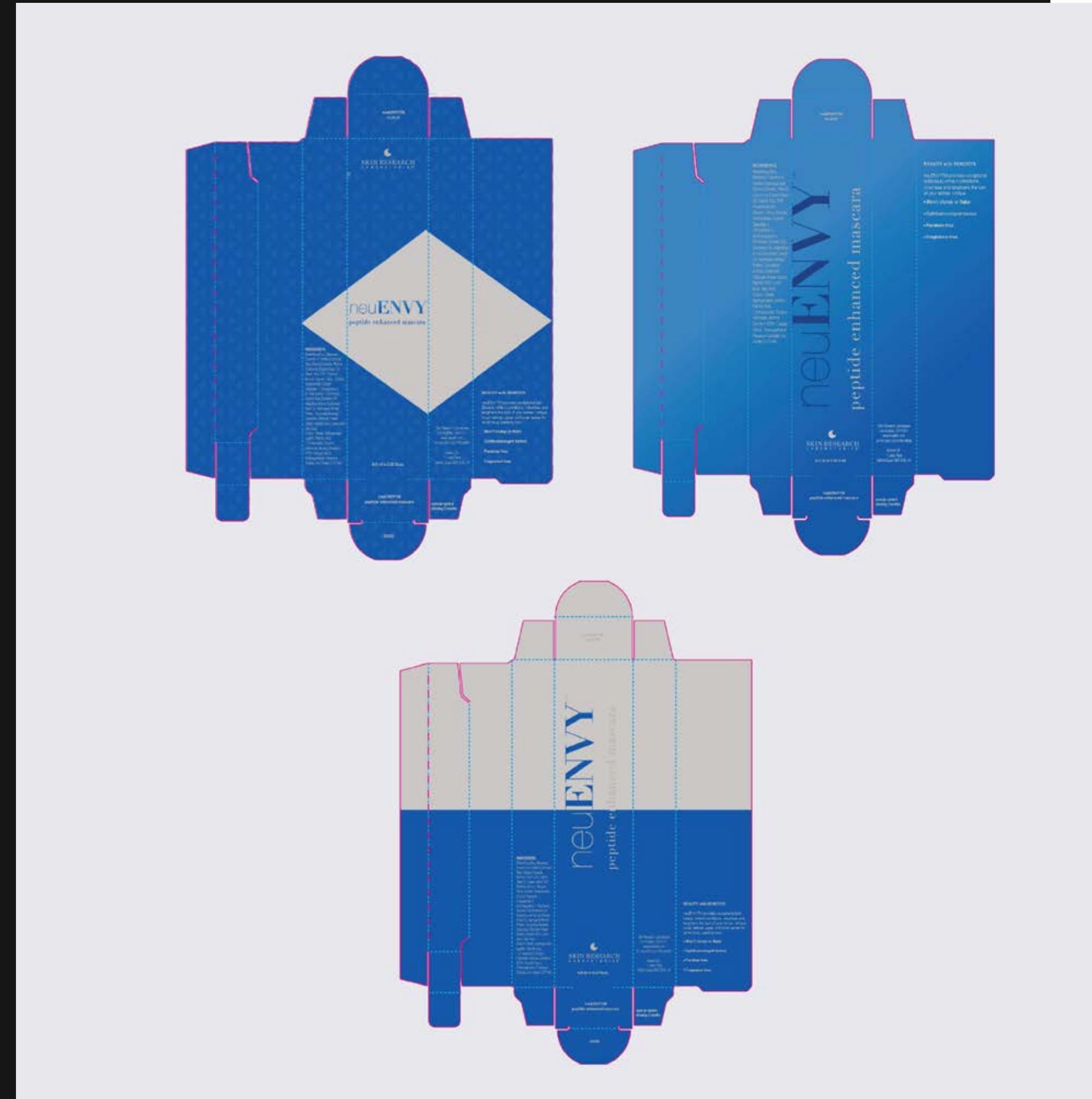


Ad agency looks to ABC Imaging to create hero packaging of popular candy brand, Sweet Tarts. Used in a fun, piñata themed commercial, ABC Imaging produced 300 pouches of the popular candy, in three different variations, Mini Chewy, Ropes and Sour Gummies.

Initial exploratories for Coty's power brand, Calvin Klein, included over 100 design concepts, package prototypes, and 3D/CGI packaging illustrations. We moved onto final production-ready mechanicals, product photography and creative retouching for the brand's hero imaging and media kit. From ideation to market launch, we supported Coty with 360-degree studio services.



COTY BRANDS



Starting with only a logo, ABC Imaging was tasked with combining a bit of the legacy look with a sexy, new style that would define the future branding for Skin Research Laboratories.

ABC Imaging utilized all aspects of the creative studio for an end result that was a clean, elegant package with raised spot UV links to give the box a unique tactile design that pops right of the shelves.

NEU ENVY

In preparation of Macadamia's haircare line package redesign, ABC Imaging underwent extensive color studies in order to nail down the brand's truest colors.





REVLON CND

To prepare photographic assets for Revlon's national ad campaigns, Revlon turned to ABC Imaging artists for our experience in perfecting beauty and high end nail retouching. Our team of retouchers worked on a range of modifications that included nail color matching, clothing alterations, and skin repairing – while maintaining texture for a flawless end result.

Hair boosting product, Regenix, was looking to re-energize its brand packaging, and turned to ABC Imaging's full service packaging studio for help. From market research to prototypes and final photography, the end result was a complete facelift, giving Regenix's packaging a more modern and clean design.





High definition media demands visual packaging perfection, which ABC Imaging achieves with ease utilizing CGI virtual imaging. Coty, owner of the Calvin Klein beauty brands, works closely with ABC Imaging applying CGI practices throughout the creative process, from concept and development to final production.

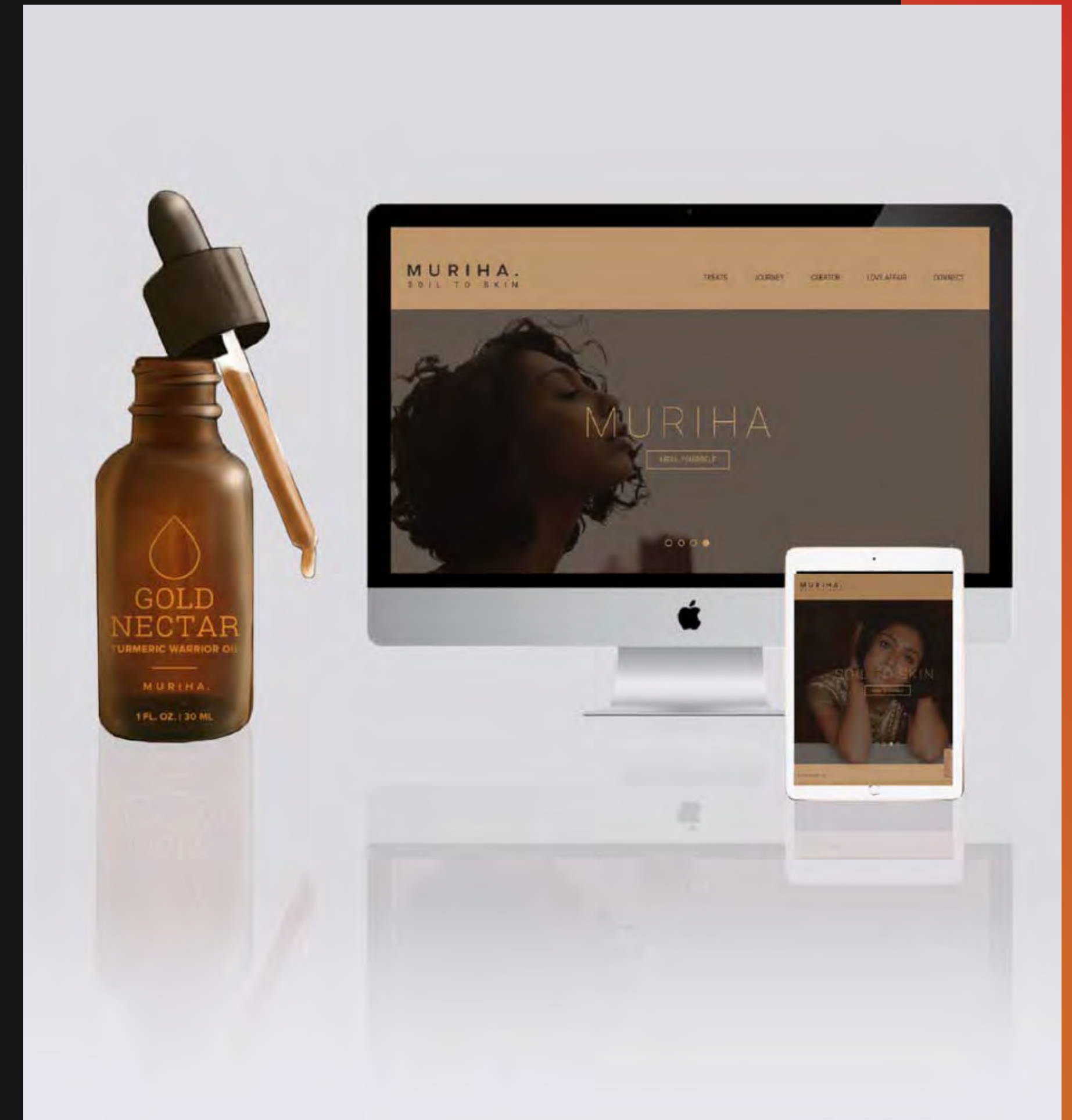
CALVIN KLEIN

Kiehl's utilizes ABC Imaging's expertise in studio photography and creative retouching, strengthening the connection between the product and the viewer through flawless visual executions.



KIEHL'S

New to the beauty industry, the Muriha brand is focused on natural ingredients that are gentle and good for the skin. Muriha looked to ABC Imaging for help with a complete brand launch, from packaging design to a new website. We worked on logo designs, packaging concepts and prototypes, and a new website that helped bring Muriha's new products to life.

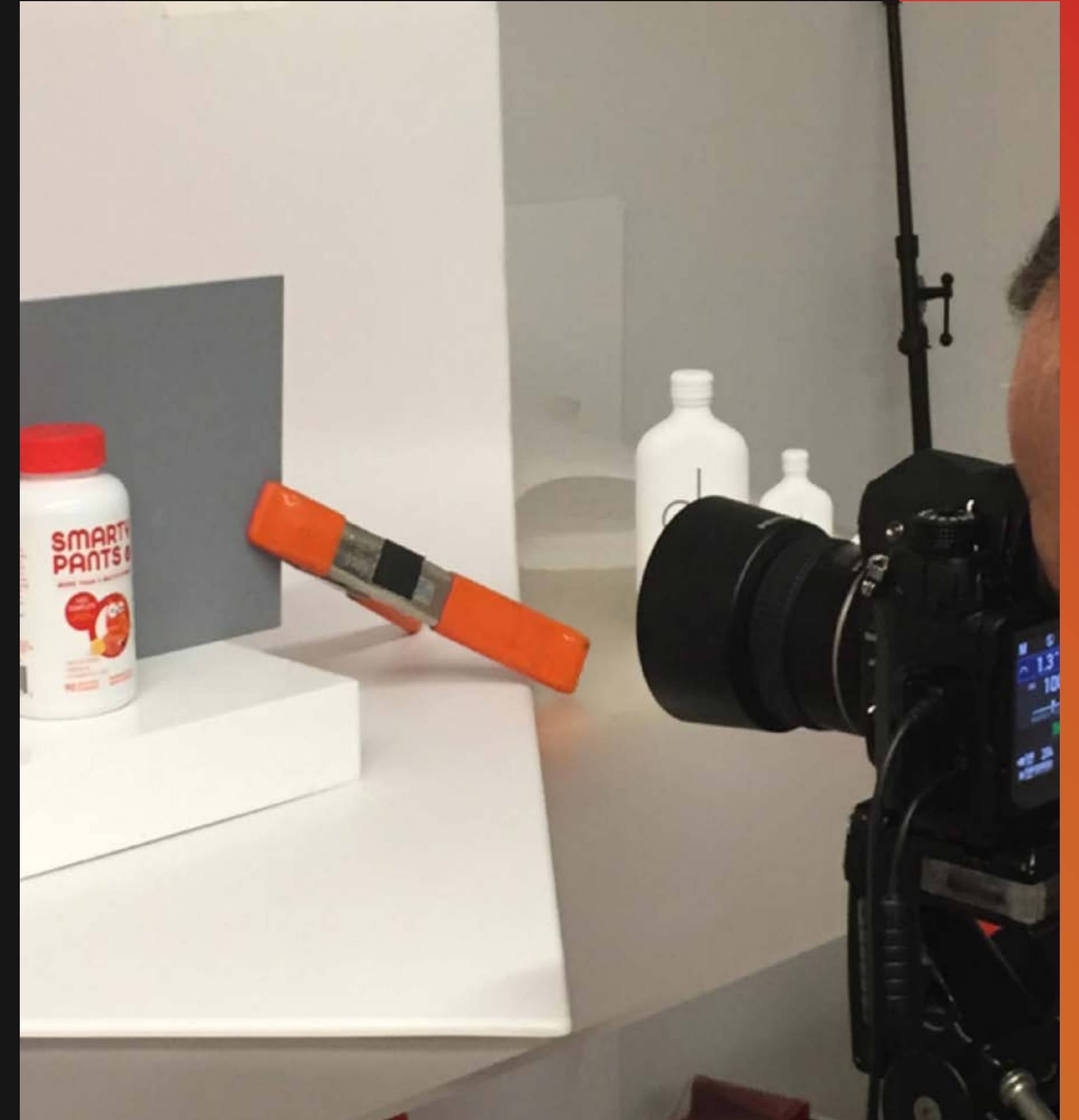


MURIHA

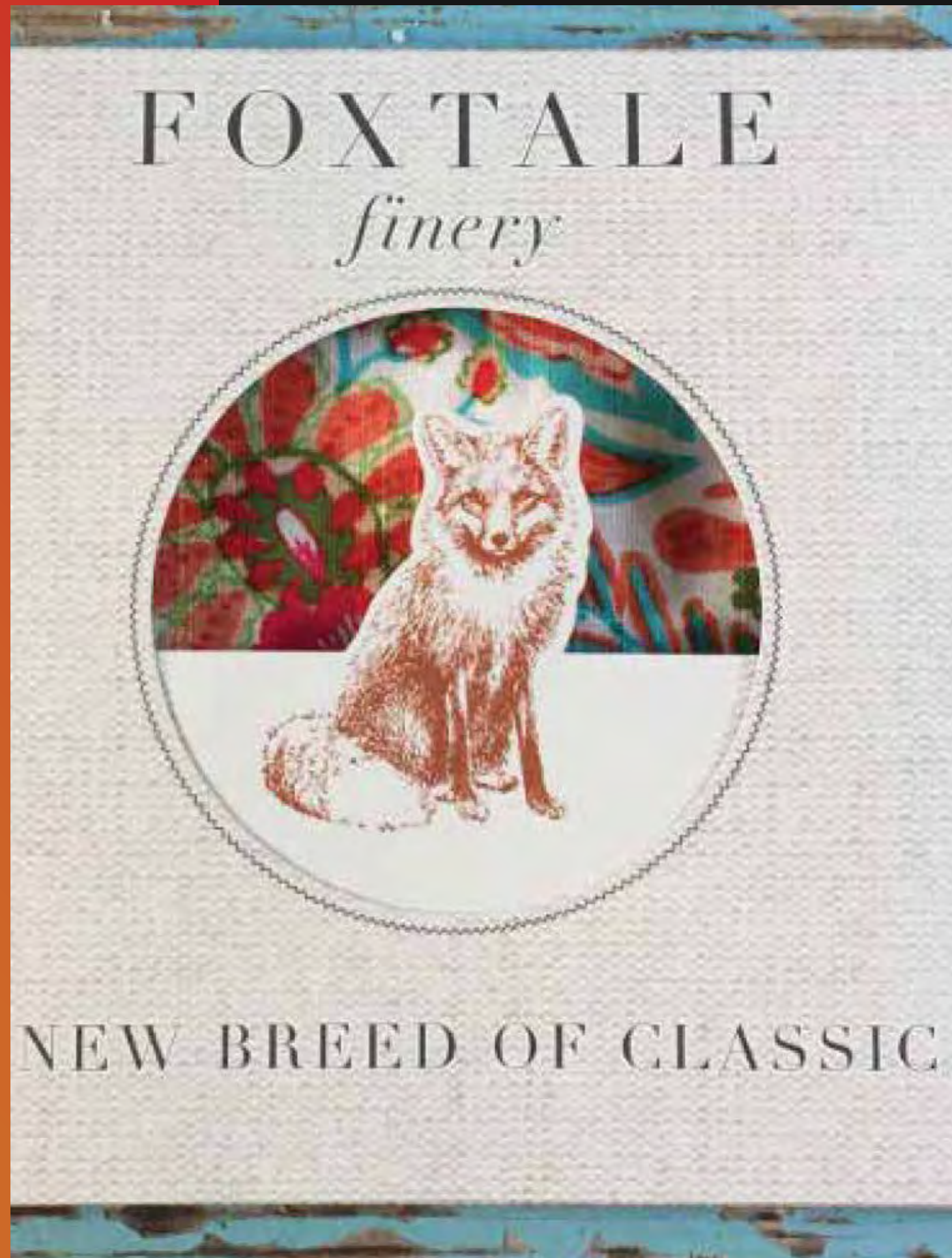


ABC Imaging is constantly helping Isagenix create promotional materials while also transforming their packaging. Starting with master plain bag and bottle renders, ABC Imaging can turn the renders into final product designs using CGI, which can be used for both web and high-end print collateral. We also repurpose master renders to create multi-national sku's for different countries.

Instead of waiting for their products to be ready for the spotlight, we produced 3D computer generated images (CGIs) for SmartyPants Vitamins, creating flawless versions of their adorable packaging. From there, we relabeled every SKU, and the picture-perfect CGIs were uploaded to the e-commerce website right away, and ready for purchase. Talk about speed to market.



SMARTY PANTS



Known for their pocket squares with unique textured fabrics, Foxtale Finery called on ABC Imaging to produce packaging that had the same look and feel. Working on illustrations, package design and packaging prototype production, ABC Imaging was able to deliver award winning packaging that matches Foxtale Finery's "New Breed of Classic."



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