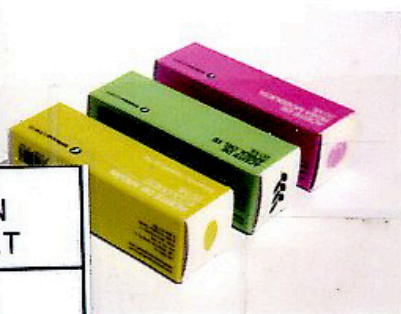


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Established in 1999, Grip has over a decade of strategic design experience. Servicing clients in a range of industries, our primary goal with every project is to achieve quantifiable results. Through the years this disciplined approach has honed our research skills and maximized the return potential of our clients. Our design team leaders have a breadth of knowledge that spans both online and printed environments. As a full-service creative agency, we constantly strive to add the highest-value communication vehicles to our evolving skill set. That noted, perhaps the most telling statistic about our storied history is that we still work with our very first client.

A NEW MODEL AGENCY. We collaborate and drive innovation by looking at a client's situation and imagining the possibilities from many angles, a 3D approach to problem solving, truly bringing an idea to life. It's the next level of branding and positioning that stems from shared values with our clients and ultimately results in business growth and evolution. As a New Model Agency, we help our clients create new methods to grow their business, while they are occupied with running their business. Often this employs line extensions or new distribution models, but also takes form in advanced social media strategy and unique merchandising solutions. There is no singular fix, only the most effective blend.



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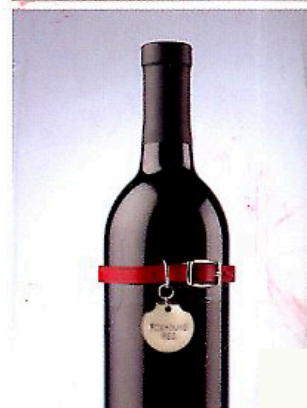
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BEST PRACTICES FOR GRAPHIC DESIGNERS: PACKAGING

offers everything you need to get started in package design. From practical information to mistakes you must avoid, this is the ultimate guide to help shape the way you think about packaging.

- Invaluable advice and tips break down the business and provide a path to the best practices that you can incorporate into your own process.
- You'll discover everything from naming systems to materials, to photography and branding, and how to design appropriate packaging for different kinds of product categories such as food, kids, and alcoholic beverages.
- Featuring real-world case studies, this book will help designers jump-start their careers in one of the hottest sectors of the industry.

What are you waiting for? That thing isn't going to pack itself!



ABOUT THE AUTHOR

Established in Chicago in 1999, Grip has over a decade of strategic design experience and has been called "the thinking person's agency" by their clients. Grip's award-winning packaging spans many industries including food, spirits, and electronics and can be found around the world in grocery stores, boutiques, and superstores.

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