



Out of the box!

Go beyond **packaging** with Designit

We couldn't live without it, but packaging means a lot of hassle for millions of people as well as overloaded waste management systems. Everyone knows, but how come no one does anything about it? Pain points can be turned into profit through strategic packaging design.

Designit would like to share our packaging insights with you and show you how packaging can become an important component in building a stronger brand experience and a better bottom line.

Join us at

Designit Copenhagen on
June 3rd 8:30 - 10:30 AM
Bygmestervej 55, 2400 Copenhagen NV

Or at

Designit Aarhus on
June 4th 8:30 - 10:30 AM
Fiskerivej 2, 8000 Aarhus C

This briefing is tailored to marketing, sales, and innovation professionals involved with or interested in packaging.

Sign up at event@designit.com by May 28th.

The meeting will be held in English if anyone with a foreign nationality registers. It is free of charge.

Participation is granted on first come, first served basis. If you have to cancel your registration please let us know, so we can offer your place to another person.

We look forward to seeing you.

Kind regards,

Mikal Hallstrup,
Co-founder and CVO, Designit

Programme

8:30 Welcome and introduction

Packaging is more than boxing – we'll check up on packaging trends and where they're heading in the future.

Mikal Hallstrup, Co-founder and Chief Visionary Officer, Designit

8:50 Open here!

Get your head around user needs, learn the do's and don't's through guidelines and inspiration from actual cases – from the first idea to the finished packaging.

*Birgitte Geert Jensen, Associate Professor
Arkitektskolen Aarhus, Studio Design*

9:10 Break and mingle

9:30 Packaging and branding

Working with structural packaging and branding.

Quick tour of packaging cases.

Carsten Henriksen, Senior Designer, Designit

10:00 Open discussion

10:30 Goodbye and back to work