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ALLIANCE PRESENTS:

digital **SUMMIT** **PACKAGING**

NOVEMBER 7-9, 2022
PONTE VEDRA BEACH, FLORIDA

digitalpackagingsummit.com

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Packaging
Impressions



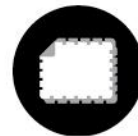
LABELS



FLEXIBLE PACKAGING



FOLDING CARTON



CORRUGATED

Helping You Address the Needs of Your Customers' Supply Chain: How Brand Owners Leverage Digital Packaging To Elevate Their Brands



Linda Casey
Editor-in-Chief
***Packaging
Impressions***
magazine



Brian Keith
Senior
Technical Program
Manager, Print
Manufacturing and
Color Management of
Packaging and Content
Microsoft Corp.



Hector Garcia
Founder &
President
MBN Design



Morgan Potts
Founder
& CEO
Granarly



Brian Keith

Senior Technical Program Manager, Print Mfg. & Color Management
Microsoft Corporation, Redmond, WA.

Brian has 26 years of design, brand and packaging industry experience with extensive experience with industry production, manufacturing standards and processes. Over his tenure at Microsoft, he has developed and deployed numerous manufacturing specifications focused on improving quality, agility and driving cost reductions.

With Brian's help, Microsoft consistently produces world-class product packaging that meets these stringent quality specifications while also meeting the requirements of a quality conscious and cost-effective worldwide supply chain. This includes the creation and worldwide implementation of an end-to-end color and print quality management program across Microsoft's supply chain. Successfully integrating supplier performance metrics and accountability with Microsoft's relentless pursuit of perfection.

Digital Print: Prerequisites

- Resolution equivalent to 200lpi conventional print
- Color accuracy
 - Color Reproduction Certification Program (CRCP)
 - Accuracy and accountability through our global Print Quality Management (PQM) program
- Specific sizes, papers
- Packaging coating

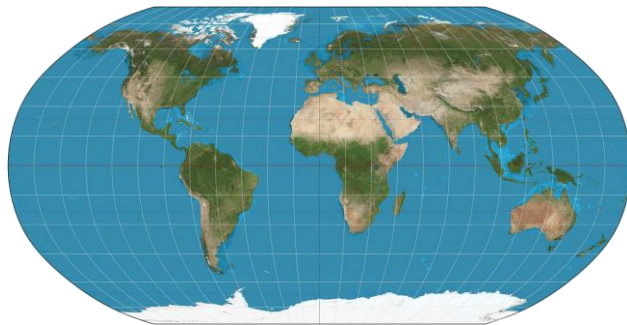




What does Microsoft produce?

- Traditional software packaging has changed from discs to subscriptions
- Hardware encompasses 90% of our product packaging volume
- Customer interaction with our brand differs between products:
 - PC Accessories, Surface vs. Xbox
- Retail, ecommerce, commercial and others

Postponement



- Core SKUs transformed to a new SKUs
- May be unique to region or retailer
- Regional demand spikes



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creative



Autumn's
SUPER NATURAL

**VEGAN COOKIES
DEBUT AT OPRAH'S
LAUNCH PARTY**



THE
BAD STUFF™
TEQUILA

FEATURED IN THE
VIP SWAG BAGS AT THE
2018 GOLDEN GLOBES



**GOLDEN
GLOBE
AWARDS®**





SCAN & STREAM ON



Warren G
PRODUCTIONS



mbncreative
MAKING BRANDS NEW™



SCAN NOW FOR A CHANCE TO WIN

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GRANARLY

LIFE'S AN ADVENTURE. DON'T BE BLAND. EAT GRANARLY



SNACKS PACKS



MEET OUR PRODUCTS

SHARE PACKS



WE HAVEN'T ALWAYS LOOKED THIS GOOD...



WHY DIGITAL PACKAGING?

- Quick Turnaround time
- Smaller investment
- Flexible packaging options
- Sky's the limit with design
- Perfect for start-ups that are trying certain designs/features
- Easy to update/change

Printed Packaging with **epac**
flexible packaging



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morgan@granarly.com

www.granarly.com

USE CODE: DPS22



FOLLOW OUR ADVENTURE



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Interactive Discussion

We want this to be an interactive discussion. So please ask your own questions at any time during this discussion.

