

# PROTOTYPE<sup>+</sup>

perception is reality



# WHAT IS PROTOTYPE<sup>+</sup>?

Colorite Prototype+ is a unique offering where full-sized, colour-correct packaging mockups are created to ensure the success of NPD and packaging projects.



# WHY PROTOTYPE+?

The difference between success and failure often comes down to key stakeholders believing the vision for your products and brands. Prototype+ breathes life into your concepts. In an industry where perception is reality, Colorite Prototype+ can be the difference between success and failure.

## THE KEY AREAS THAT PROTOTYPE+ HAS PROVEN TO DRIVE BUSINESS SUCCESS INCLUDE:

- ✓ Engaging customers when selling in the range to key channels
- ✓ Engaging sales staff to bring the brand top of mind in their customer calls
- ✓ Consumer research – a more accurate response is assured with a real sample



# A UNIQUE OFFERING

Colorite is the only company in Australasia who has invested in this cutting-edge Prototype technology. This is a quantum leap in packaging prototypes which allows us to deliver quality samples for most packaging formats quickly and cost-effectively.

## FORMATS INCLUDE:

- ✓ Can
- ✓ Bottle
- ✓ Tin Plate
- ✓ Carton
- ✓ Bag
- ✓ Labels



# PROTOTYPE<sup>+</sup> CANS

The decoration for a can is made using either a label, shrink film or wrap film. Whatever substrate is required, we can produce it. Where necessary we can apply distortion to allow for image wrap around on shoulders.



# PROTOTYPE<sup>+</sup> BOTTLES

Shrink film, self-adhesive label or pearlized film. For shrink film we can apply distortion where required to enhance the graphics on shoulders etc.



# PROTOTYPE<sup>+</sup> TIN PLATES

Graphic designs can be applied directly onto the tin plate, which can then be put through the production line for the required shape.



# PROTOTYPE<sup>+</sup> CARTONS

We can print, die cut, crease and perforate flat sheets. Furthermore, we can apply a spot gloss or create an embossed effect by building up the design area with clear ink to simulate a raised image. The box shape can also have add ons such as pourers/spouts where required. We can also create shippers.



# PROTOTYPE<sup>+</sup> BAGS

Using a variety of flexible stocks we can create virtually any bag, whether it be plastic, foil or any other substrate. We can add in zip-locks where required.



# PROTOTYPE<sup>+</sup> LABELS

Using standard white/clear/metallised self-adhesive label stock we can reproduce any decoration, which can be either hand-cut or machine cut for intricate die shapes. For specialised labels we can spot gloss or where required print onto clients supplied stock. Embossed effects can be also be created.



## IN SUMMARY

If product innovation is key to your business then you need Prototype+.  
Manage your product launches and channel growth for success with the tools to engage both your internal and external customers and channels.



# NEXT STEPS

To find out more about Prototype+ and how to use it for your business, please contact the following people:

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