



PACKAGING DESIGN & DEVELOPMENT SERVICES

Index

- 01 Find out who **we are**
- 02 Our **onboarding** process
- 03 Discover our **services**
- 04 Enjoy our **stories**
- 05 Our **contacts**

“ Design success is achieved
when **simplicity, functionality,**
and **beauty**
seamlessly blend to create
an unforgettable experience”

Our design work-flow.



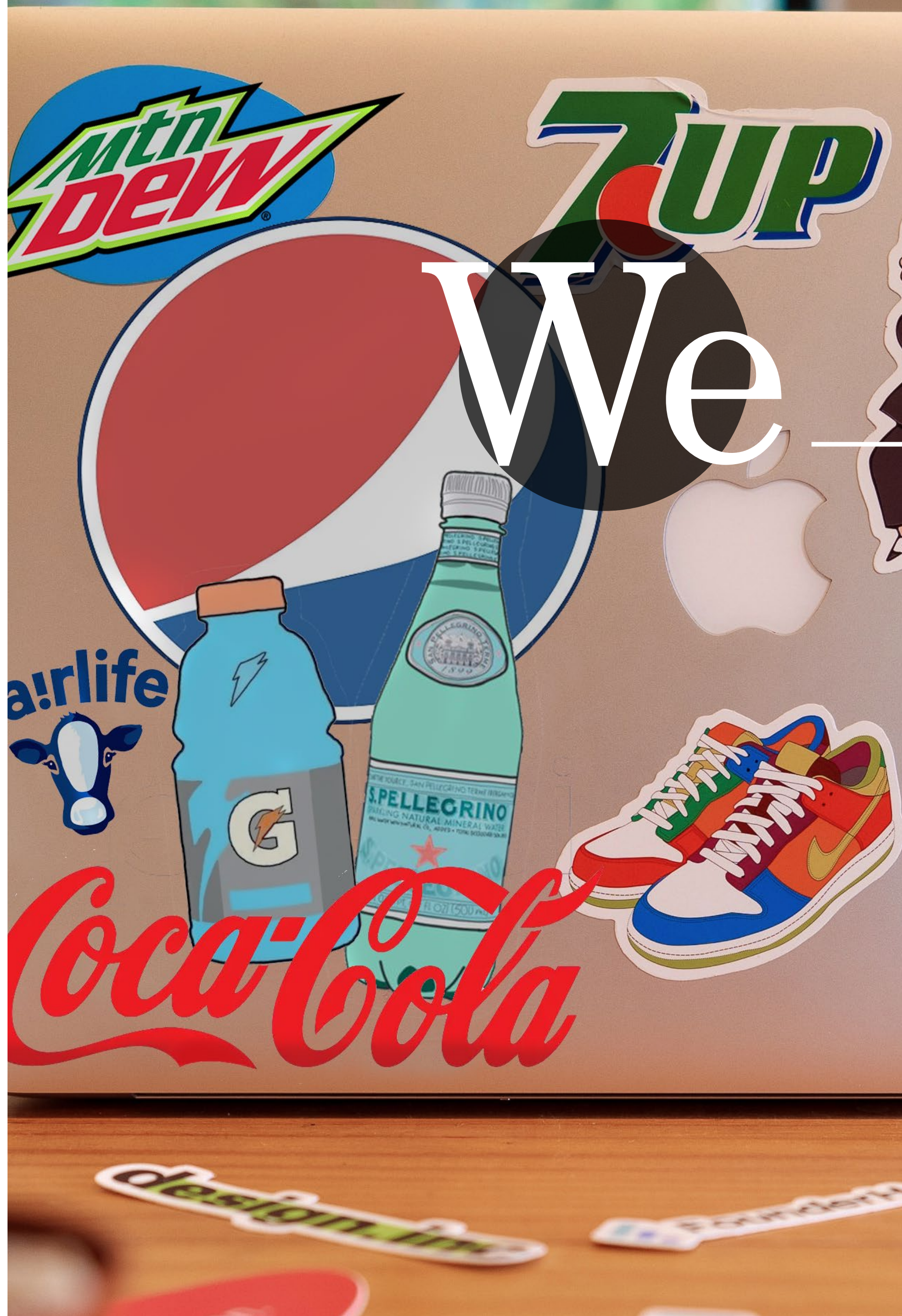
FIND OUT WHO **WE** ARE



We

are SIPA DESIGN.

SIPA DESIGN is **a creative agency** dedicated to developing **packaging solutions** for our global clients. Our industry-leading expertise provides insights into design, sustainability, materials, production challenges, and e-commerce. Our ultimate goal is to **deliver elegant designs** that resonate with your brand's core values.



love brands.

Consistent branded design reflects a brand's **commitment to quality**, professionalism, and attention to detail. It conveys **reliability** and stability, building **credibility** and positive consumer **perception**. We adapt and guide clients toward successful label and packaging concepts, offering creative and innovative solutions to achieve excellence.



We

design to emerge.

Crisp, sophisticated, and sustainable packaging for distinguished brands, this is what we do.

Designs that stand out, grab attention, and increase the likelihood of a sale.

We handle a **wide range of projects** with diverse characteristics, each unique yet **unified by a strong aesthetic sense**, consistent with client briefs and market demands.



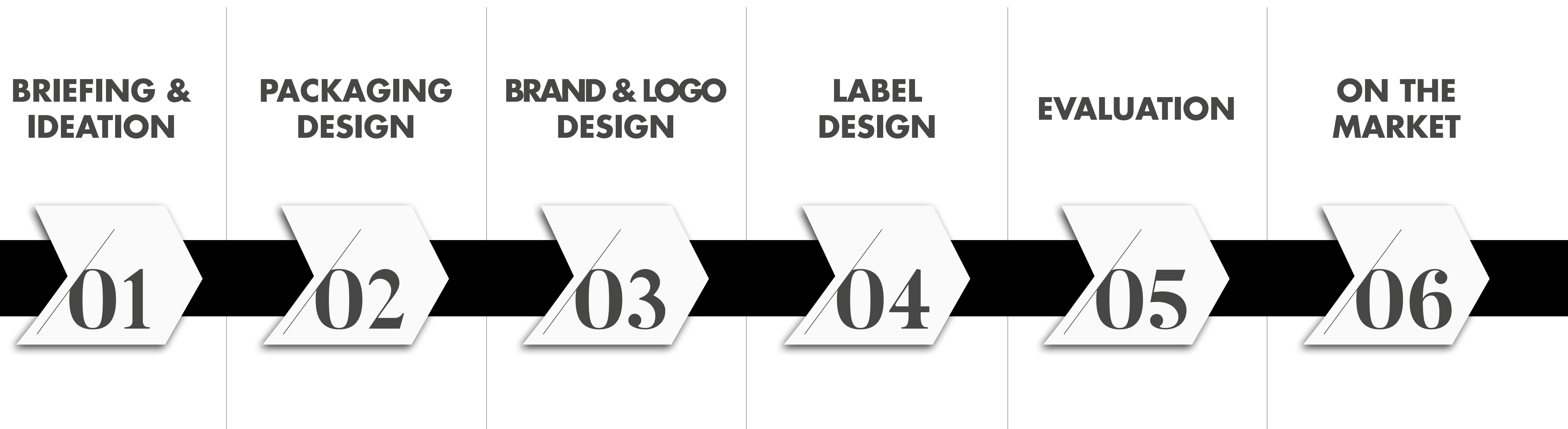
We

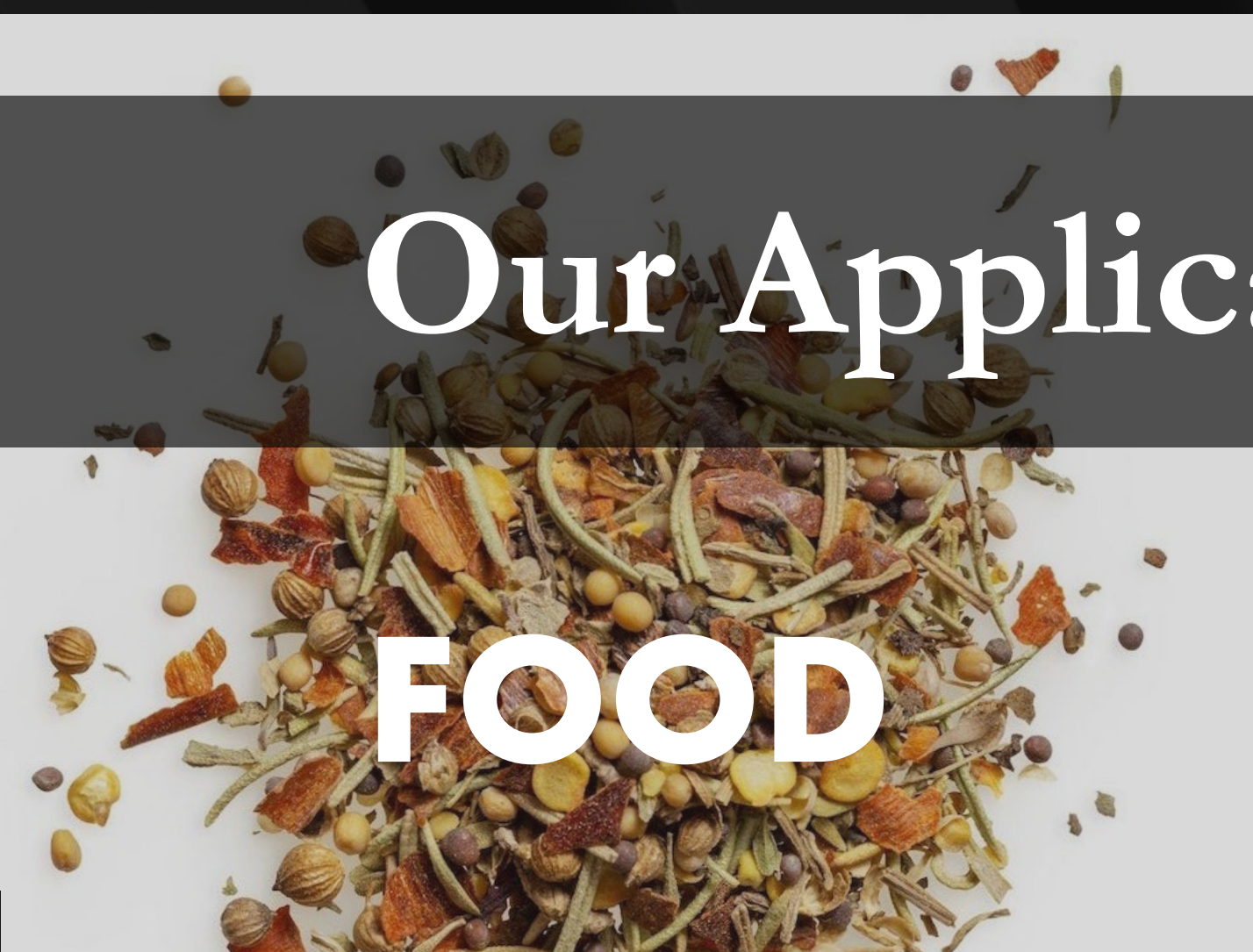
—• love packaging.

Packaging innovation is in our DNA, backed by nearly **40 years of experience** in design, engineering, and the development of industry standards for entire product categories. We are the only **creative agency with intimate knowledge** of the materials and processes involved in the packaging we develop.

OUR **ONBOARDING** PROCESS

On boarding process.





EDIBLE OIL

PHARMA

SPIRITS

APPLICATIONS

Our Applications.

FOOD

CSD

DAIRY

DETERGENTS

HOTFILL

COSMETICS

DISCOVER OUR **SERVICES**



• Packaging Ideation.

Concept ideation is a **methodology**. Generating multiple concepts, refining them through feedback and iteration is essential. Embracing this approach allows for continuous **improvement, exploration** of different perspectives, and the **development** of more refined and innovative concepts.

02

Brand Design.

Valuable branding requires staying **relevant** and adapting to changing customer needs and market trends. Brands that foster a culture of innovation, embrace **new technologies**, and continuously improve their offerings and experiences are more likely to succeed in the **long term**.

03

Logo Design.

Strong branding goes **beyond a logo**; it encompasses a company's values, tone of voice, and overall visual identity. Building a new brand means **crafting** a unique customer **experience** and empowering all of a company's products and services.

04

Label Development.

Label design comprises several key elements that work together to **communicate** information, **attract** attention, and enhance overall **visual appeal**. We design with brand loyalty in mind, setting trends because we believe that “the label is the dress of the product” and deserves **careful consideration**.



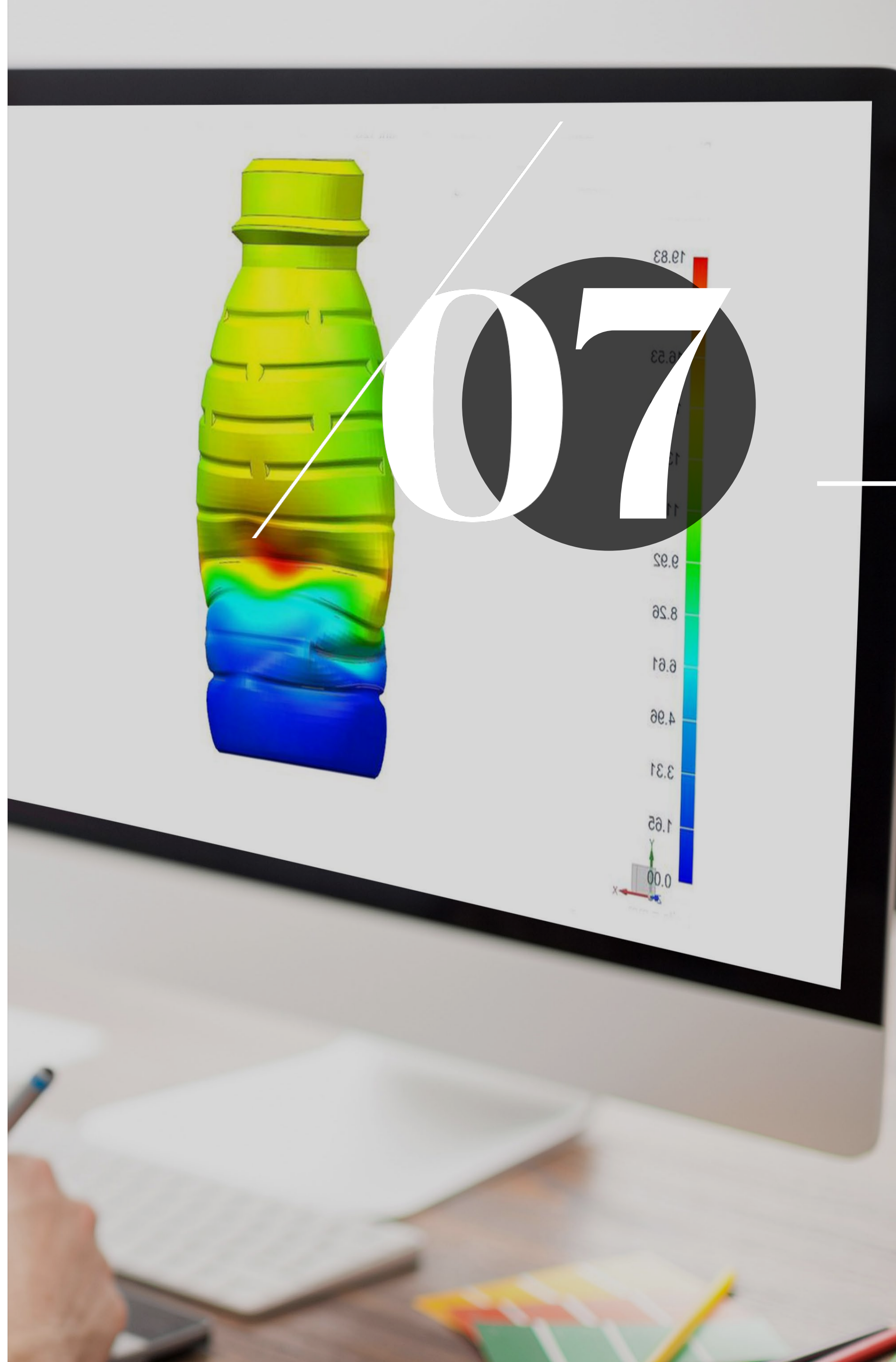
Packaging Design.

Visual hierarchy: effective package design should immediately capture attention and create a **strong visual impact**. Careful consideration of color, typography, imagery, and graphics is essential for a design that **stands out** both on store shelves and online.

06

Packaging Engineering.

Great packaging design considers **functionality** and **practicality**, protecting the product, facilitating ease of use, and providing a **positive consumer experience**. It offers convenience, durability, and efficiency in production, handling, and transport.



Virtual Prototyping.

Creating a virtual prototype allows designers to simulate the actual user experience, identify potential issues or challenges, and **validate design decisions** before final production. This approach offers significant advantages, including increased speed, reduced costs, and mitigated risks.



08

3D printing Mockups.

The most important value of mockups (whether 3D printed, SLA, or fully interactive blown) is “Tangible Visualization.” These mockups allow designers and stakeholders to **physically interact** with and visualize a product or concept in a **tangible form**, providing a **realistic representation** of it.

A photograph of three plastic bottles. In the foreground, a green bottle with a Mountain Dew label is in sharp focus. Behind it, another green bottle is slightly out of focus. To the right, a white bottle is also out of focus. A large, stylized white number '09' with a black outline is overlaid on the green bottles. A thin white line extends from the top of the '0' towards the right, ending near the section header.

09

Injection & Blowing Prototyping.

The power of comprehensive prototyping resides in its ability to **foster iterative enhancement**, empowering designers and developers to produce superior products, refine user experiences, and mitigate the risks and uncertainties inherent in final production by **furnishing a true-to-life** depiction of the design.

ENJOY OUR **STORIES**

BELLA

.....

WATER

“Bella” means “**beautiful**” in Italian. This naming embodies the “**Made in Italy**” creativity. Inspired by the beauty and elegant shapes of seashells, particularly the sea **oyster** that cradles a precious **pearl**, its fluid lines evoke a sensual and **sophisticated feeling**, lending the bottle a precious and elegant appearance.



*Everything has been designed following the market **trends of luxury**. High end appeal was the target that of the concept design.*

BELLA

Volume: **500ml**

Weight: **25g**

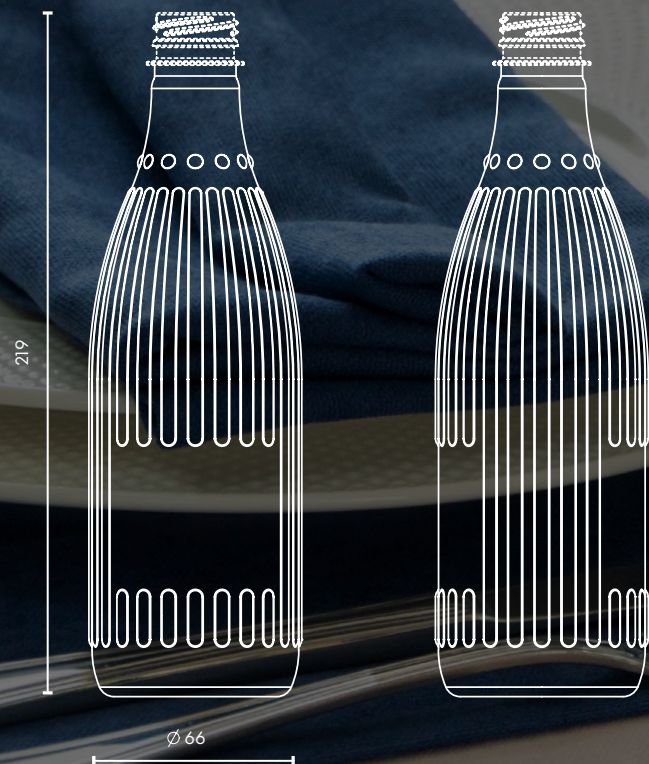
Neck finish: **PCO Corvaglia**

Base: **Flat**

Application: **Still water**

FRONT VIEW

SIDE VIEW



OASIS

.....

WATER

This cool, youthful bottle design, with its layered texture, evokes **the trunk of a palm tree**, ensuring both **recognizability** and **ergonomic** functionality. Inspired by the desert landscape, the wavy sand patterns, reminiscent of the sea, create a harmonious and personalized contrast between two opposing elements.



The texture of the sand of the Arabian desert, which also recalls the waves of the sea.
Dynamic, elegant and personalized.

OASIS

Volume: **500ml**

Weight: **9g**

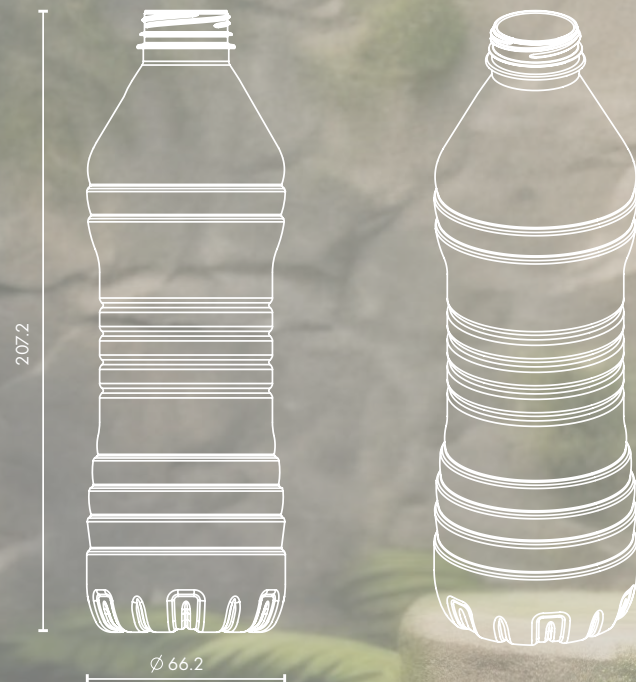
Neck finish: 29/25

Base: **Flat**

Application: **Still water**

FRONT VIEW

SIDE VIEW



GEMMA

.....

PERFUME

An elegant, geometric, and **luxurious perfume** container, resembling a gem, is adorned with a silver label evocative of the distinctive facets of a diamond. Inspired by the **simplicity** of rounded shapes, like petals and precious gems, the design is **clean and minimal**.



*An harmonic mini size design with symmetrical debossed details that transmit **preciousness**. The shape make the design **timeless and classy**.*

GEMMA

Volume: **50ml**

Weight: **20g**

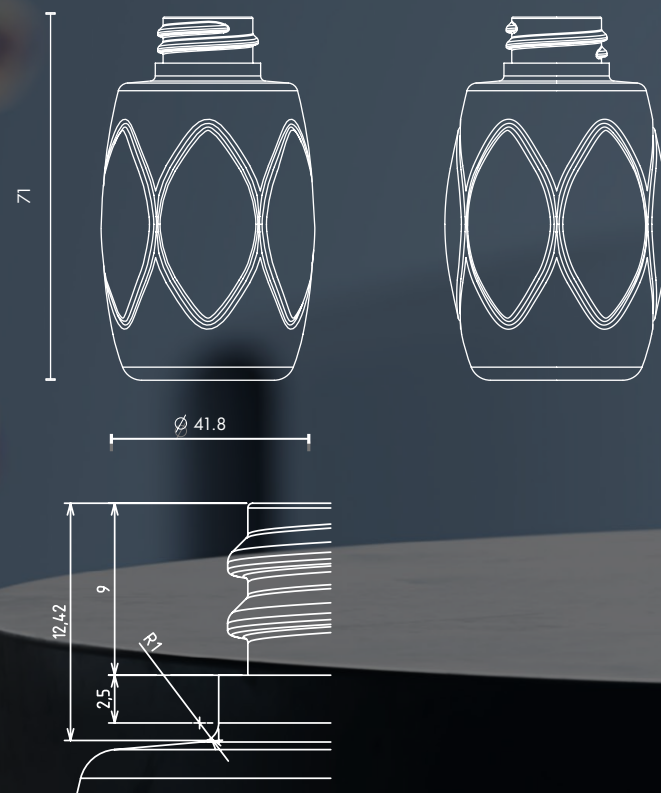
Neck finish: **20mm**

Base: **Flat**

Application: **Perfume**

FRONT VIEW

SIDE VIEW

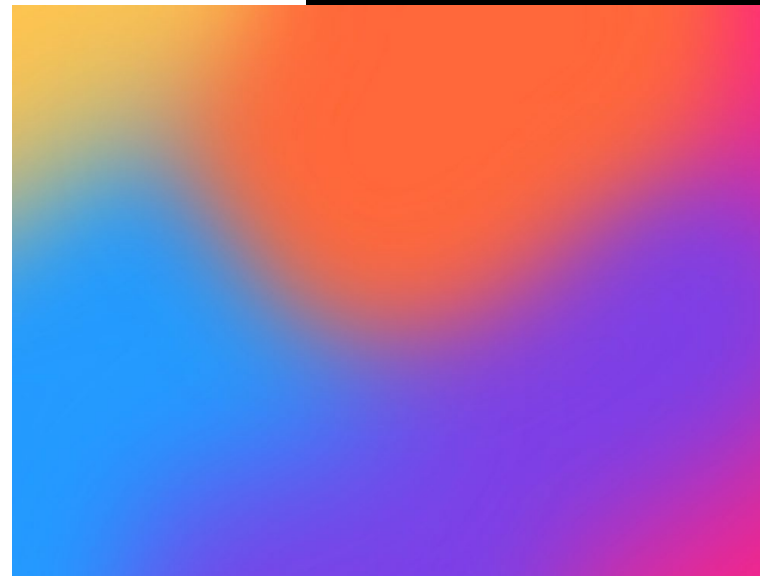


SHADE

.....

PERFUME

A **vibrant** and personalized fragrance for both men and women, instantly evoking **summer vibes** and **freshness**. The concept's name is inspired by the wide array of available colors. Different levels of bottle transparency can be offered, depending on the fragrance's **intensity**.



*This perfume is suitable for all teenagers and free-spirited youngpeople. It is suitable for those looking or a **fresh, trendy and fashionable fragrance**.*

SHADE

Volume: 50ml

Weight: 20g

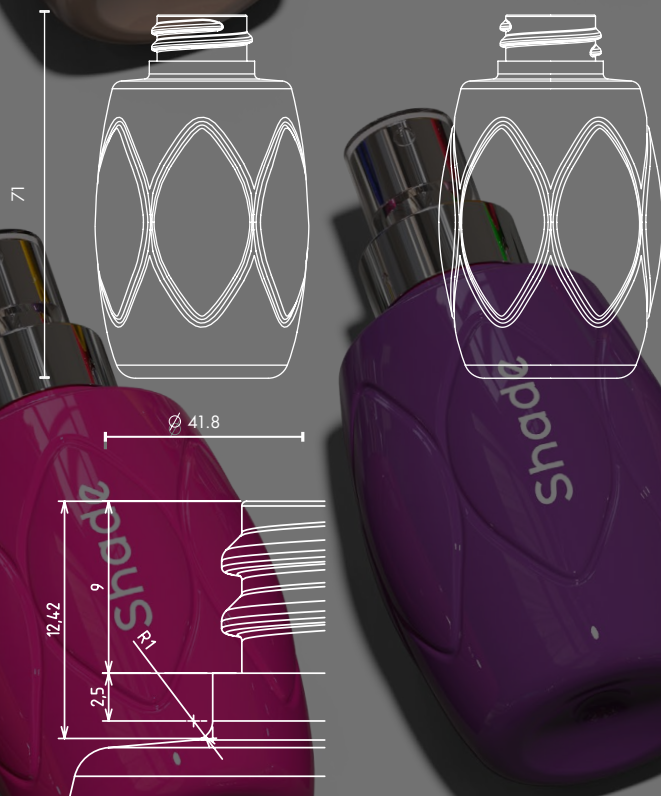
Neck finish: 20mm

Base: Flat

Application: Perfume

FRONT VIEW

SIDE VIEW



GLOW

.....

COSMETICS

A “**talking**” **eco-friendly** bottle, in line with current **label-free** and **tactile trends**, makes a significant impact on the shelf thanks to its embossed messaging. Labels and packaging that utilize these printing techniques consistently **elevate the perceived value** of the product.



*A premium look that is associated with **high-end** brands, appealing to **more senses** than just sight.*

GLOW

Volume: 500ml

Weight: 34g

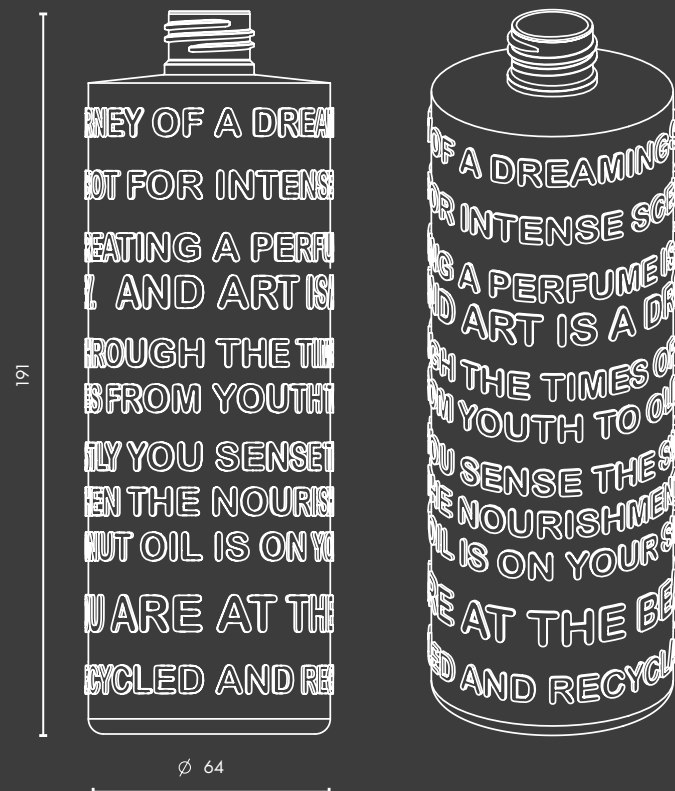
Neck finish: 24mm

Base: Flat

Application: Detergent

FRONT VIEW

SIDE VIEW

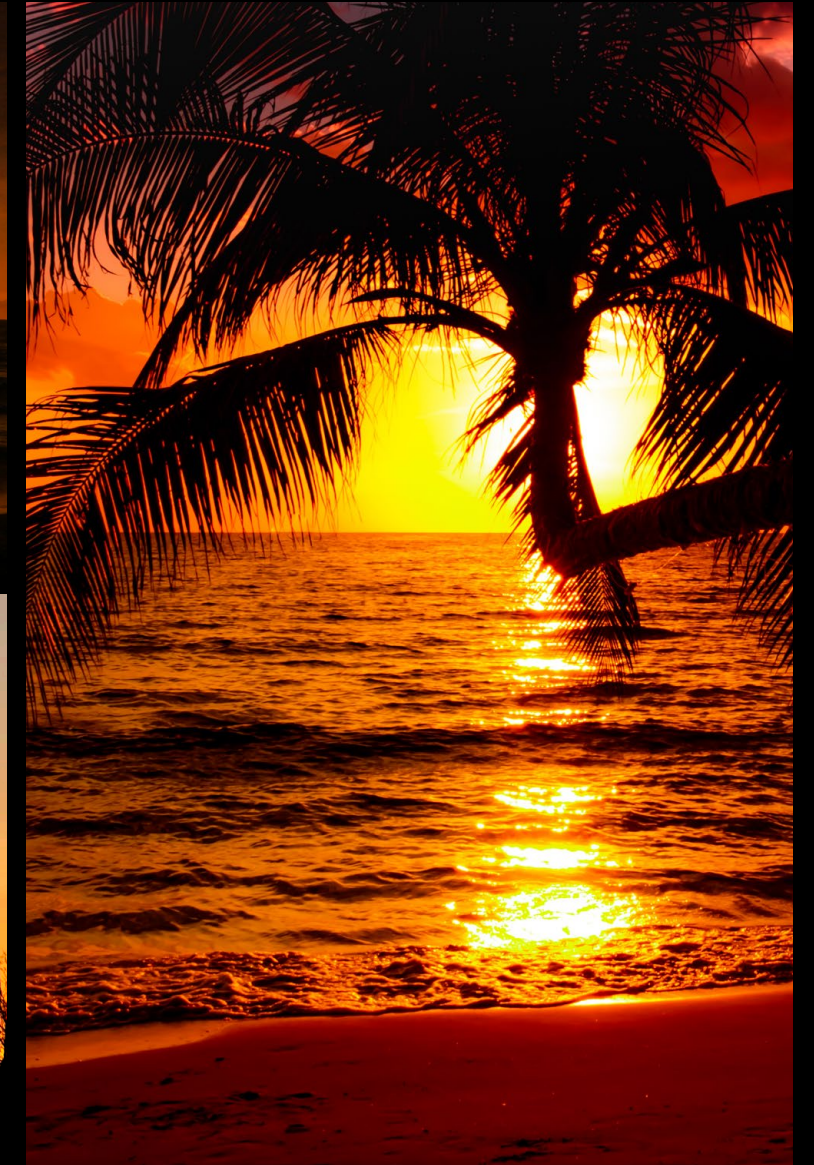


SIESTA

.....

CERVEZA

Hand-drawn graphics are a key 2023 label trend, resonating with consumers seeking **authenticity**. Siesta's designs, for example, evoke Mexico's diverse **landscapes** and stunning **sunsets**. Self-adhesive labels enhance transparency and perceived product quality.



*Dedicated to the famous **Siesta moment**, inspired by **sunset relaxation** and Mexican panoramas.*

SIESTA

Volume: 330ml

Weight: 25g

Neck finish: 26mm crown

Base: Champagne

Application: Beer/premixed
/CSD

FRONT VIEW

SIDE VIEW

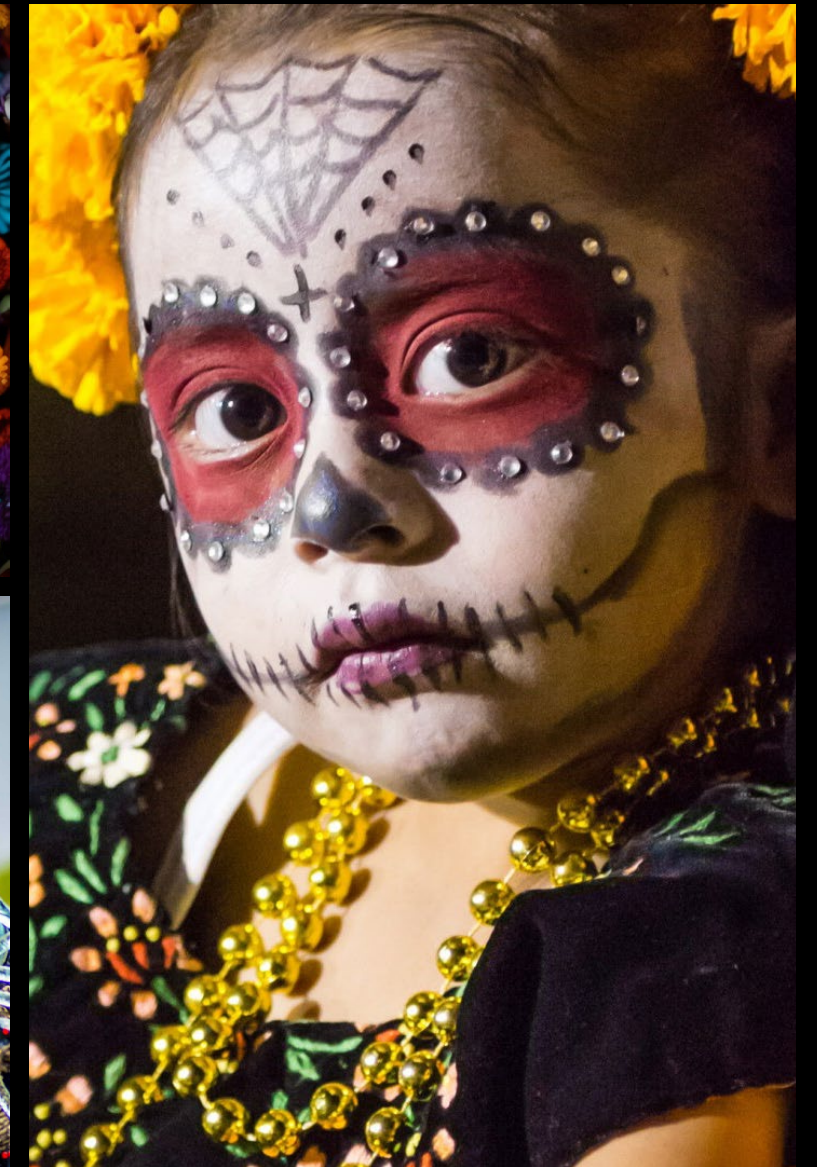


DELICIOSA

.....

TONIC WATER

A tribute to one of Mexico's most iconic symbols: **Día de los Muertos**. This modern, graphic, and high-end design features a **colorful** neck label showcasing **iconic** figures from this unique historical and **traditional celebration** in a sophisticated and elevated style. Three color variations of the label honor these figures.



*In 2008, UNESCO recognized the importance of Día de los Muertos by adding the holiday to its list of **Intangible Cultural Heritage of Humanity**.*

DELICIOSA

Volume: 330ml

Weight: 25g

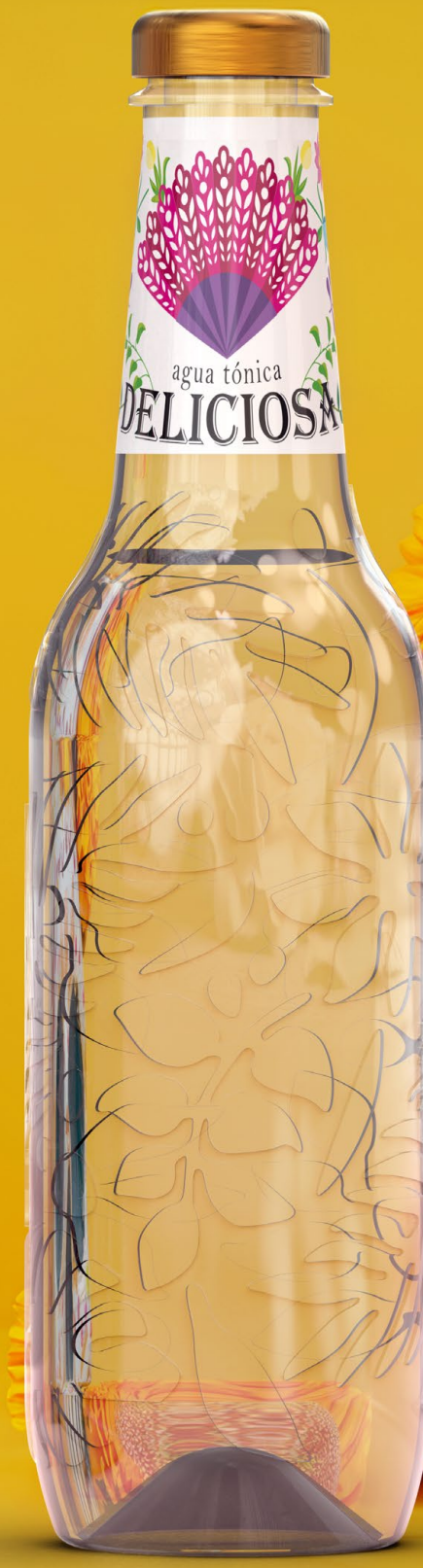
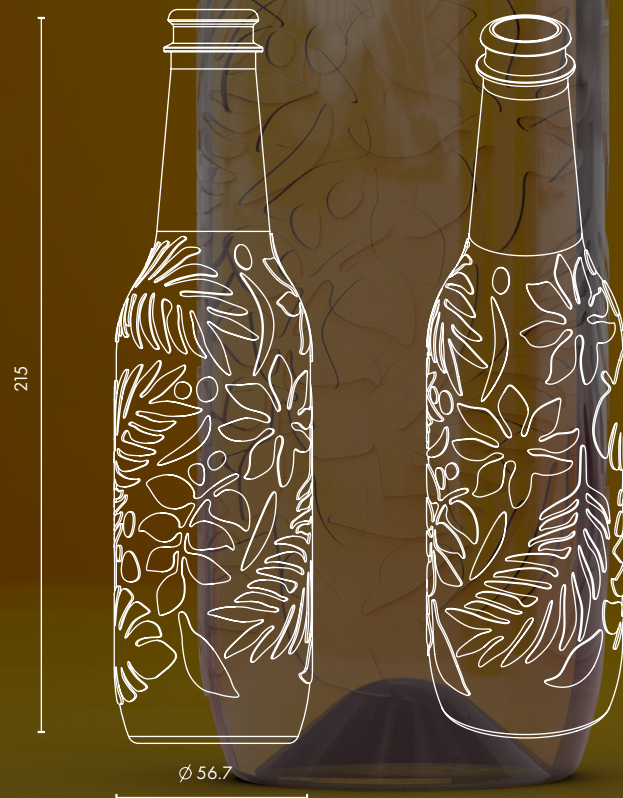
Neck finish: 26mm crown

Base: Champagne

Application: Beer/premixed
/CSD

FRONT VIEW

SIDE VIEW



SQUEEZY

.....

TOMATO SAUCE

The **ergonomic** shape and **squeezable** container, with special flat panels designed for hot filling without deformation, reliably prevent the label from peeling. The design provides a comfortable, **easy-grip zone** while maintaining a premium, **eye-catching aesthetic**.



*Its **minimal but elegant** details (the spokes and facets of this oval shape) make the difference in the consumer's **perception of value**.*

SQUEEZY

Volume: 400ml

Weight: 28g

Neck finish: 38mm HF

Base: Flat

Application: Ketchup

FRONT VIEW

3D VIEW



GOLD LEAF

.....

OLIVE OIL

A **premium glass-like** 250ml bottle, with an elegant and outstanding design to contain high-quality **extra virgin olive oil**, inspired by the purest Greek Oils. This bottle is adorned by a **refined and elegant label** that reflects the purity and simplicity of the oil - with soft gold details and pearl white background.



***Precious minimalistic** details inspired by ancient greek gold jewelry and dedicated to the world's famous green refined cousine.*

GOLD LEAF

Volume: 240ml

Weight: 45g

Neck finish: 28mm

Base: Flat

Application: Edible oil

FRONT VIEW

3D VIEW



SPUMANTE

.....

SPARKLING WINE

La Spumante is the first **PET bottle** in the world **for sparkling wine**. It has a very recognizable glass-like body design, that immediately **suggest the quality** of the product. The bottle has a typical “Collio” shape that is designed to withstand internal pressure and to host a precious stick label with golden details, **to elevate the product**.

The customized design of the base resists up to 17 g/L carbonation and the neck finish has been developed for mushroom cork.



*The final touch of the metallic cage and aluminum capsule over the cap complete the **premium look** of this **innovative bottle**.*

SPUMANTE

Volume: 750ml

Weight: 90g

Neck finish: Crown neck

Base: Champagne

Application: Sparkling wine

FRONT VIEW

3D VIEW



OUR REFERENCES & CONTACTS

Europe

SIPA SPA HEADQUARTERS

SIPA - Via Caduti del Lavoro, 3, 31029
Vittorio Veneto TV
ITALY

USA

SIPA NORTH AMERICA

4341 International Pkwy, Atlanta,
GA 30354
USA

China

SIPA MACHINERY HANGZHOU

SMH - No.3 Road,no.14 Avenue,
Xiasha Econ Hangzhou,
CHINA



PEPSICO

Coca-Cola

SUNTORY

niagara



DANONE
ONE PLANET. ONE HEALTH



Nestle



Unilever

ABInBev



SAN BENEDETTO

HARTWALL

Cargill

Carlsberg

THANK YOU FOR YOUR ATTENTION

by

