# FLUXPRO

The future of packshots & presentations

# Factsheet

## Welcome to the future of packshots and POS distribution

### WE REVOLUTIONIZE YOUR WORKFLOW

The current workflow is that the graphic artist who wants a packshot in a new perspective has to give the photographer an order. As a rule, he needs a few days to take the pictures and creates an invoice for his services. The graphic designer now has to use these packshots, even if it doesn't quite correspond to what he wanted.

The **FLUX**PRO workflow: The graphic designer opens an internet-supported and password-protected platform, selects a product, turns it into the position he wants, loads the file, which can be printed up to A3 and has a transparent background (alpha channel), onto his work computer and positions it in layout. He can repeat this as often as he likes until the position fits exactly. All of this is only a matter of minutes and there are no further follow-up costs.

### WE CHANGE WEEKS TO HOURS

We save working time. We streamline the use of working hours from days to minutes. We save money and time.

When the 3D asset is created, the graphic artist can load as many packshots as he wants and there are no additional costs. The cost of creating the 3D asset and implementing it into the system is usually cheaper than the photographer's bill for a single photo shoot.

### WE GIVE GRAPHICS NEW FREEDOM

The graphic designer can create layouts in a fraction of the time usual today due to the free choice of position and the ultra-fast disposition of the Packshot. This gives a creative freedom that has not been possible up to now. Marketing campaigns can become more creative and in less time.

### AR FOR SALES AT THE POS - YOU HAVEN'T SEEN IT LIKE THIS BEFORE!

Displays, sales-promoting measures, notices, eye-catchers, basically everything that we use as a customer stopper at the point of sale is now presented in the store via PowerPoint and prints. Everyone has to use their imagination to get a feeling of what the display looks like in the store.

With the FLUXPRO solution, this is no longer necessary. We set up an AR environment for you and the sales department can use a tablet in the store to determine exactly where the display should be and then walk around with the tablet and look at the display from all sides. Get closer or move away. This helps tremendously in the shop owner's decision and saves the sales department time, which he can use for further consultations.

Henkell & Söhnlein - Freixenet - use our 3D work.

## Welcome to the future of packshots and POS distribution

The following prices are for guidance only. The final price depends on the foreseeable volume, the desired response times and the quality requirement. After reviewing the templates and recording your wishes, we create an individual offer for your own 3D asset management environment. As an alternative, we are very happy to offer a calculation based on an annual budget.

| | | |
|---|---|---|
| **3D asset Server** (Thun – Switzerland) | The Cloudrexx server environment includes a database for structuring and searching for assets. We would be happy to present further advantages of Cloudrexx®. | **Annual license: € 1200.-** including updates, support and backups |
| **AR Server** (Vienna, Austria) | The Mazing Server provides the AR environment for mobile phones and tablets. | **Annual license: € 1200.-** including updates, support and backups |
| **Simple asset,** Box-shaped, no details like perforation or flap cutouts | This form is the simplest without details and special elements. Well suited for the layout of marketing materials | **from € 350.-** Subsequent versions from € 150.- (only replacing the graphic) |
| **Simple asset,** Box-shaped, details worked out | This shape is created more realistically with tear zones and lid edges and handle cutouts. This version is the best choice for very large displays (up to A0). | **from € 550.-** Subsequent versions from € 200.- (only replacing the graphic) |
| **Medium asset** Tetra pack, drinking bag, etc | This shape describes organic and non-cubic assets that can consist of multiple parts (lids, etc.) | **from € 850.-** Subsequent versions from € 250.- (only placing the graphic) |
| **Difficult asset** glass bottle, perfume bottle etc | This form stands out due to the transparency, metallic surfaces and reflections. | **from € 1250.-** Subsequent versions from € 300.- (only replacing the graphic) |
| **Very difficult asset** Champagne bottles with flexographic printing, medical devices, complex metallic images, etc. | This form is the premier class. Unlimited in quality and lastingly impressive. | **from € 2450.-** Subsequent versions from € 350.- (only replacing the graphic) |
| **Simple AR model*** Box-shaped with no details | This form is the simplest without details and special elements. Well suited for the layout of marketing materials | **from € 250.-** Subsequent versions from € 100.- (only replacing the graphic) |
| **Medium AR model*** Box shaped with details | This shape is created more realistically with tear zones and lid edges and handle cutouts. | **from € 400.-** Subsequent versions from € 150.- (only replacing the graphic) |
| **Difficult AR model*** Glass bottle, flacon, PET bottle | This form stands out due to the transparency, metallic surfaces and reflections. | **from € 850.-** Subsequent versions from € 200.- (only replacing the graphic) |
| **Complex AR model*** CHEP pallet display, POS elements | This form is the premier class. Unlimited in quality and lastingly impressive. | **from € 1250.-** Subsequent versions from € 250.- (only replacing the graphic) |
| **3D assets for the packshot and the Create AR area at the same time** | The asset is delivered as both a packshot and an AR asset needed. We can combine that well. | **We grant 15% discount per AR asset** |

*AR assets are cheaper because we don't create them in print quality. AR is only used on the screens of mobile devices.

Everyone is talking about sustainability and rightly so. We save valuable resources because we do not create any prints or send dummies. Our servers are operated according to the current state of sustainable ecology.