

FLUXPRO

The future of packshots & presentations

Design the future with us.

The FLUXPRO vision.



The illustration shows a fictitious brand that we developed to show the functions and advantages of FLUXPRO in a brand-neutral manner. The chosen generic masculine noun in the brochure refers simultaneously to masculine, feminine and other gender identities.

Sustainability is part of the concept

Today more important than ever is sustainable work and the avoidance of all kinds of pollution. Be it in interaction with the environment or in the daily routine of work.

FLUXPRO saves a lot of resources. By being able to show the packshots on the monitors worldwide, we save on the transport of Samples, dummies, view models - and thus emissions and costs.

We are reducing the current amount of waste as we do everything purely digitally create. No printouts end up in the bin, no old dummies must be disposed of. That saves a lot of waste.

Our production facilities and render farms do not run 24/7, only when needed. We save energy and emissions here.

The FLUXPRO servers run according to current ecological aspects and play their part in making your contribution to the climate issue can afford.

With FLUXPRO you help to support the sustainability that we should all live. Invest in an absolutely sustainable product.



Description of the **FLUXPRO** product line*:

Revolutionizes the graphic workflow

The workflow in the layout currently looks like this:

The graphic artist who wants a packshot in a new perspective has to give an order to the photographer. The latter usually 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. This is annoying and delays the campaigns many times over. Who hasn't experienced this and been annoyed that you had to bend packshots in Photoshop more badly than right because there was no way to quickly have perfect packshots at hand?

The **FLUXPRO**-workflow:

The graphic designer opens a password-protected Internet portal and selects his Product out, rotates it to the position he wants, loads the up A3 printable file with a transparent background (alpha channel) on his work computer and positions it in the 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. A property that the photographer cannot offer is transparency, e.g. in glass. The background shines through, making the artwork much more realistic than previously possible.

An idea or a campaign can be realized in a few hours.

*in the area of product images (packshots) - layout integration.



Changes working hours from week to hour

You save working time and streamline the use of working time from day to minute. You save real money.

Once the 3D asset is created, the artist or layout artist can load as many packshots as they want at no additional cost.

The cost of creating the 3D asset and implementing it into the system is typically less than the photographer's bill for a single photo shoot.

Campaigns no longer have to be shelved because the graphics don't get the right image material in time.

Gives graphics new freedom

The free choice of the view position and the immediate availability via the packshot makes it possible to create layouts in a fraction of the time that is currently usual. This gives a creative freedom that has not been possible up to now.

Marketing campaigns can become more creative and in a very short time.

It sounds incredible, almost like decades ago when we created the first products on the computer and thus started a revolution that continues to this day.

FLUXPRO feels just like DTP and the Apple® Macintosh did back then.





The idea for the **FLUXPRO** product is more than twenty years old. The development to market readiness was a process of many years.

Over 250,000 euros have already been invested in the development and we have been ready to go since June 6th, 2022. The name **FLUXPRO** was introduced on September 1st, 2022. Trademark protection is in progress.

When the idea was born, PCs and 3D software were still in their infancy and no one thought an image could ever come out that product photographers would recognize as perfect.

Today, the software and technology has advanced so that we can produce 3D packshots that are indistinguishable from the real photo and even better!

We are not alone with the digital packshots, there are good providers worldwide. But **FLUXPRO** goes one step further. The customer currently has to choose from a handful of views, whether from the photographer or from the provider of digital 3D packshots. With **FLUXPRO** he

can rotate the object and insert it into your layout in print quality up to A3 (with transparency in the glass). Liquid levels in glasses remain horizontal - no matter what angle the asset is rotated. That doesn't even exist from the photographer. This is the world novelty. That doesn't exist yet.

An idea has become a product. From a vision to reality. The future of working with product images is now.

Whether you use professional software such as InDesign, PhotoShop, QuarkExpress etc. or Office programs such as PowerPoint, Word or Excel and their counterparts from Apple Keynote, Pages and Numbers or the Open Office package. All users who work with image material can work with **FLUXPRO** and benefit from it in an almost unimaginable dimension.

Would you like to take a look at **FLUXPRO**? Mike Sprunkel is happy to show the full performance of **FLUXPRO** via ZOOM.

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How do you benefit from FLUXPRO?

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These pictures are not photos, but purely digital works.

It has been determined through intensive testing by product photographers and product/print producers that **FLUXPRO** will change the world of packshots and bring new possibilities to presentations.

The illustrations show a fictitious brand (apart from Pink Ice*), which we developed to show the functions and advantages of **FLUXPRO** in a brand-neutral manner.

*Many thanks to Henkell & Co. Sektkellerei KG and Mediaatrium GmbH for the many years of cooperation and the help in the development of **FLUXPRO**.

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Augmented Reality (AR) in sales

Displays, sales-promoting measures, notices, eye-catchers – basically everything that we use as a customer stopper at the point of sale is presented in the store via PowerPoint and prints. It takes a lot of imagination applied to get a feeling of what it will look like later in the store or how the customer stopper will work.

With FLUXPRO this is no longer necessary. We set up an AR environment and the sales department can use a tablet in the store to determine exactly where the display should be. He can then walk around with the tablet and that. Look at the display from all sides, get closer or move away. This helps the shop owner make a decision and saves time for the sales department, which they can use for further consultation.

How nice would it be if the service technicians through the maintenance or troubleshooting could be done? Simply put on the AR glasses, get started and let yourself be guided.

Reaching your goal quickly means customer satisfaction and stress-free work. AR will replace the printed manual in the future and will permanently change the way of working.

More products and updates

We plan to further simplify working with FLUXPRO in the next releases. The selected image data can be dragged and dropped into the documents, plugins for the layout programs are created and coordinated with well-known manufacturers such as Adobe.

Complex databases to search and find the images according to many criteria are in preparation. For example: find all images that have red, brown and green parts.

Other products that we are planning for 2023 are to create 360° rooms for palaces and castles. This allows us to make rooms virtually accessible to visitors that cannot be entered in the castle or palace. We see a large tourist market and our contacts with many castles and palaces will make it easier for us to enter.

Virtual all-round views of monuments, castles, palaces and all kinds of out-buildings or sights. We enable the visitor to see views and details that he will never see.

About us – the bamis GmbH – the future

Barbara and Mike Sprunkel are the two heads of bamis GmbH and the „Drivers“ of the new products that are summarized by the FLUXPRO label. Barbara Sprunkel is responsible for planning, finance, control and quality management and Mike Sprunkel for product development and research.

We want to take FLUXPRO out into the world and offer every layout artist the opportunity to benefit from the advantages of our products. We give people time and money – that's our mission.



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These images are not photos, but purely digital works.
The bottles were loaded directly from the **FLUXPRO** portal.

FLUXPRO is a product of bamis GmbH

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