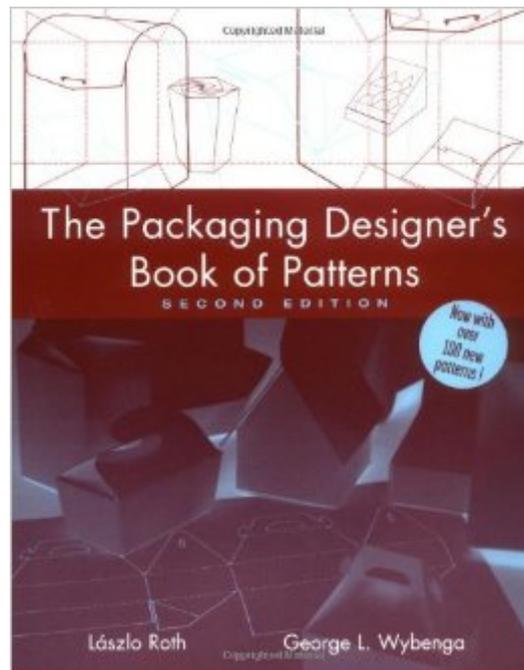


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# The Packaging Designer's Book Of Patterns



## Synopsis

Now the best thing to happen to package design since paper is even better! This new edition of The Packaging Designer's Book of Patterns does what may seem impossible to many devoted users of the first edition-it makes a unique and indispensable resource even better! With more than 100 completely new patterns, as well as significant revisions and improvements to more than 250 existing patterns, this unparalleled practical resource gives you the tools you need to meet virtually any packaging challenge. Every pattern has been test-constructed to verify dimensional accuracy and is ready to be traced, scanned, or photocopied for immediate use. The patterns can be scaled to suit particular specifications, and many are easily converted to alternate uses. Details-such as tabs, locks, and closures-are often interchangeable and may be adapted to specific requirements or personal preference. Other outstanding features of this new edition include: \* More than 500 ready-to-use patterns and structural designs \* A broad array of patterns for folding cartons, trays, tubes, sleeves, wraps, folders, corrugated cartons, point-of-purchase displays, and more \* All patterns are based on the use of 100% recyclable paper materials and many packaging configurations lend themselves to after-use \* All glue areas are clearly indicated with black dots \* Saves hours-even weeks-of research or trial-and-error design For packaging and industrial design professionals, packaging manufacturers, graphic designers, and structural designers, the new edition of The Packaging Designer's Book of Patterns does what no other industry resource can: it gives you the power and ingenuity of hundreds of structural designers-all in a single volume.

## Book Information

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## Customer Reviews

"The Packaging Designer's Book of Patterns", currently in this newly revised third edition, is a massive collection of cardboard and corrugated board packaging designs. The book has a small introduction to these materials, highlighting the basic principles behind scoring and die-cutting, plus some information on the common printing processes available for folding carton and some comparison charts between the materials. There is a chapter (mostly in diagram form) about closures and corner locks, which could perhaps benefit from some extra (textual) aids, but it serves its basic purpose. The book chapters are organized by packaging type (Folding Carton, Set-up Paper Boxes, Corrugated Containers and Point-of-Purchase Displays), with various designs of cartons, tubes, trays, multi-packs, point-of-purchase displays, shipping containers, etc. Each design features both the pattern and assembled forms, but there is little or no accessory information to complement them (the author states that this is intentional, not to "stifle the creative process", but as he himself states, many people have asked for this, so why not give the people what they want? Maybe a fourth edition will correct this). There is practically a design for every use imaginable, and you can surely adapt the designs to other purposes as well. Supposedly, these designs are ready to be scanned or photocopied (be aware that some of the designs are patented), but you will probably find this very difficult without damaging the book's spine, as many of the graphics are too close to the inner margin and will most likely suffer distortion if scanned/photocopied. To make matters worse, the paper used for the pages is also incredibly thin for a book of this size and at times, even with mere handling, I am genuinely afraid of making a tear in them.

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