

The **N.E.X.T.** concept



N.E.X.T.

Center for Packaging Innovation & Insights



Welcome

At N.E.X.T. we believe that you should actively shape the future!

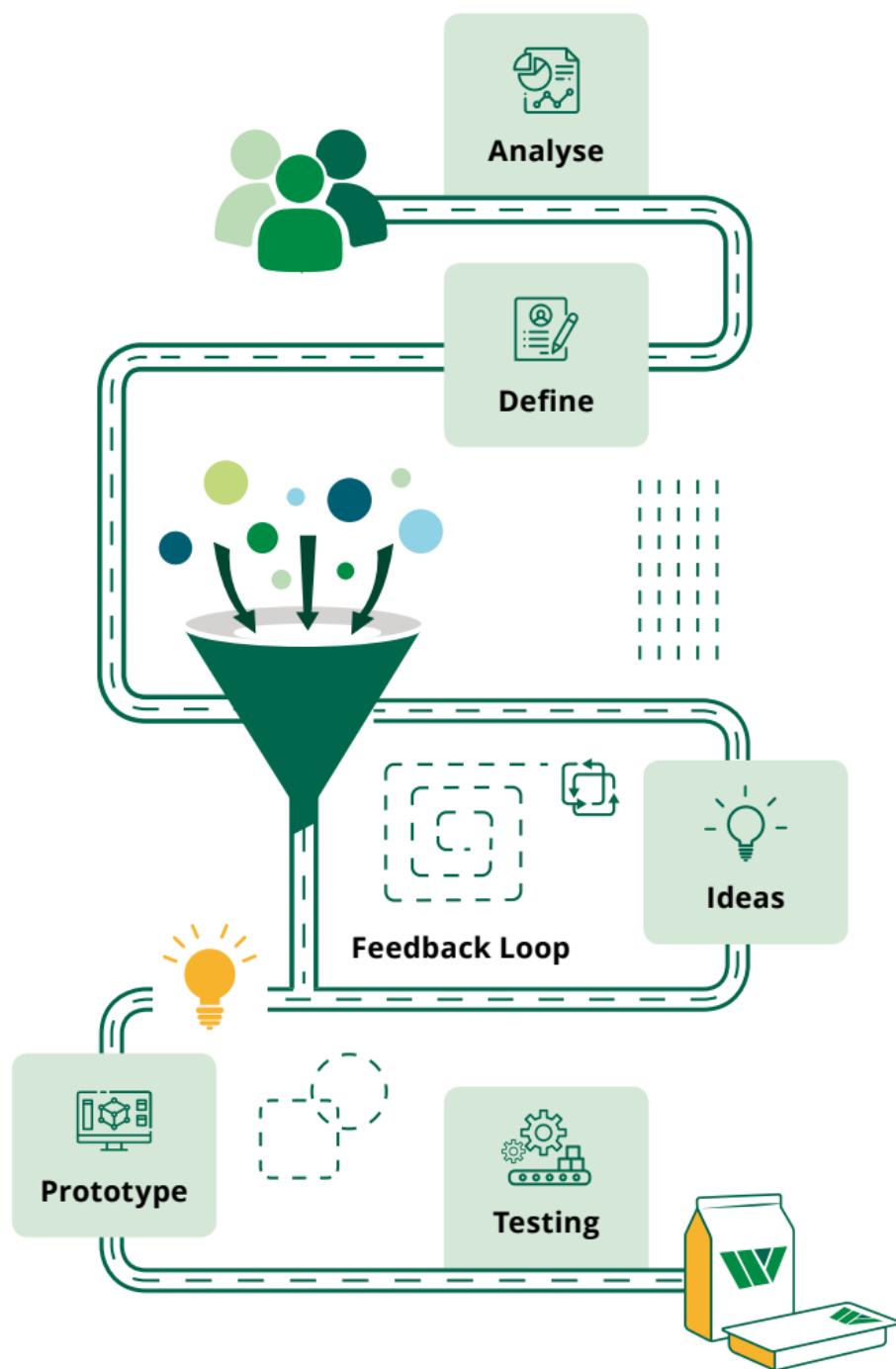
In innovation workshops, training courses and seminars we work with you, our customers and partners, to rapidly conceptualise and prototype your packaging of the future.

The N.E.X.T. concept enables you to follow packaging trends in your market segment and incorporate your specific goals such as sustainability targets, into your innovation process.

Our packaging experts work with you in an inspiring creative environment to create your N.E.X.T. Big Thing.

Our creative process is characterized by clearly defined phases. This enables us to innovate in a targeted manner, one clearly documented step at a time.

We base our phasing on a detailed design brief developed together with you. We will then lead you through design, prototype construction and extensive live testing – bringing your packaging concepts to life.





Innovation

Our goal is to help you develop your packaging solutions of the future and to establish them in the market. We have an unrivalled seminar- and workshop portfolio to facilitate this. You are cordially invited to our innovation centre in the calm privacy of the Lüneburger Heide region in Central Germany.

The unique space has everything you need from design tools to access to printing and testing facilities to create new concepts. Our cross-functional experts spanning all aspects of the packaging value chain from production to marketing will help you get inspired, experience technical developments up close or discuss sustainability.

Whether in person or digitally – Wipak N.E.X.T. is your partner for innovative flexible packaging!



Workshops & Seminars

Our workshop and seminar offering is always individually tailored to your needs as our customer and partner. The contents may vary from short, topic-specific sessions to multi-day innovation sessions.

Are you interested in a specific area of expertise? Our cross-functional experts will be happy to advise you in basic seminars and tailored sessions to analyse your packaging and develop your packaging of tomorrow.





Trend scouting

Always up to date: with our trend scouts you get an overview of your market segments – worldwide.

Trend research tailored precisely to your product portfolio on topics such as packaging materials, formats, design trends or market launches provide an essential building block for assortment and packaging development.





3D rendering, proofing, prototyping

Whether for internal decision-making, for the use in focus groups or as a concept to be shown to future partners: proofs, 3D renderings and prototypes are a must in packaging development.

Wipak N.E.X.T. offers a wide range of options to support the visualization of your packaging projects.

Contact us!



Book your N.E.X.T. session and
discover your packaging solution
of the future today!

Contact us!

Florian Constabel
Head of Wipak N.E.X.T.
florian.constabel@wipak.com

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