

Case Study 9

Interproof

for Creatives and Marketing

The Chocolate Bar



Your challenge:

The trade show draws closer. A new product passed every test. In a short time it is supposed to be presented at a trade show. Layout files are available, but there is still no original from the series production. Dummies are needed instead.



Our solution:

Digital foil print from Interproof, in CMYK plus white and simulated spot colors. Flexible, quick and reliable. The chocolate bar is made from styrofoam and assembled with the print into a finished dummy.



The result:

A convincing chocolate bar dummy whose interior doesn't melt under the spotlights at the trade show and is the original product's able forerunner for the store shelf.

... last-minute and confidentially produced, delivered per overnight courier.



DUMMY-SERVICE:

for

granola bars, bonbons, cookies, pasta, soups, yogurts, beer bottles, toothpaste tubes, household cleaners, cream jars, diapers, cigarettes, milk drinks, baby food, shampoos, hairspray cans, razors, sausages and cold cuts, cheese, chocolate bunnies, chocolate Santa Clauses, liqueurs, cat food, detergents, margarine, beer glasses, medications

and last but not least ...
your product.

Contact us for information without obligation. We're happy to assist you, also for last-minute deadlines.

Your Interproof Team
www.interproof.de

INTERPROOF GmbH & Co. KG - Ginnheimer Landstrasse 35 - D-60487 Frankfurt am Main
Tel.: +49 (0) 69 77 10 69 - Fax: +49 (0) 69 707 52 51 - service@interproof.de