iC3D

The all-in-one design tool that gets brands to market faster

If you're at the cutting edge of CPG supply and demand, you know all about balancing consumer tastes and market forces with the reality of ROI. When it comes to packaging, you need to source the right skills at the right time to ensure a smooth transition from concept to shelf in the shortest possible timeframe.

Better, faster, more versatile

At Creative Edge Software we believe we offer the unique capability – in iC3D – to tackle head-on the issues you face. Whether your products require carton, glass, cans, flexible packaging, labels or shrink-wraps, iC3D produces fast, accurate and photorealistic 3D visuals and prototypes on-the-fly, and ready for print.

The iC3D all-in-one package allows your designers to give full rein to their creative instincts and allows you to innovate with your brand. It offers the tools and the opportunity to review, bench test, troubleshoot and refine, to get timely buy-in from stakeholders and market.

The results speak for themselves: our users report getting their new packaging designs to market up to 80% faster.

Key benefits of iC3D for CPG brands:

- **Faster time to market**
- **Easier collaboration and sign-off**
- **Lower third-party costs**
- **In-store competitive visualizing**
- **Greater innovation potential**

"We needed a tool that would let our team visualize packages in the most realistic ways and get to the shelves faster. iC3D achieves this."

CPG BRAND MANAGER- USA

iC3D

Digital packaging mockups
At the speed of imagination

Create 3D models and visualize products as your customers would see them on store shelves, gondolas or in chiller cabinets, in daylight, dim light and fluorescent light. iC3D makes collaboration easy with a free web viewer and cloud storage, opsis. Results can also be shared as 3D visuals, press-ready proofs, animated movies, or even printed out in 3D. No specialist programs, hardware, or outside assistance, just a single application using a simple Illustrator file or PDF for photorealistic results in minutes.

Key features of iC3D:

- **All-in-one design software**
  3D digital mockups for bottles, cans, cartons, POP, labels, flexible bags and shrink film.
- **Direct link to Illustrator & PDF import**
  Real-time creation and artwork editing
- **Easy to learn and use**
  No 3D knowledge required, learn in a day
- **Import Standard 3D Structural Files**
- **3D model creation**
  Create complex models quickly and easily
- **SmartWrap™**
  Apply & slide labels interactively on any object
- **SmartShrink™**
  Apply artwork and shrink to fit in seconds
- **Ray Tracing**
  Create stunning, photorealistic digital mockups
- **Light Map Editor**
  Re-creates photo studio lighting and effects
- **Dynamic Backgrounds & Perspective**
  Real-time merging of 2D images & 3D design
- **Shelving & In-Store Visualizer**
- **Extensive Model, Template & Material Libraries**
- **Print and share**
  Make proofs, animated movies or 3D PDFs
- **Web collaboration using iC3D opsis**

creative edge
SOFTWARE

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