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Learn from Industry Experts Including The Kraft Heinz Company at the Proofing and Visualization Seminar

Clemson University's Sonoco Institute of Packaging Design and Graphics Launches a Brand-New Seminar

PHOTOS

Clemson, SC – The Sonoco Institute of Packaging Design and Graphics at Clemson University is launching a brand-new, two-and-a-half day seminar for industry professionals and brand owners on March 27, 2018. The Proofing and Visualization Seminar will explore the current state of proofing and prototyping capabilities while attendees get hands-on with the latest hardware and software technologies available. Prepare to discuss the requirements to successfully create accurate simulations of a final product, and be exposed to current and upcoming solutions to bring design concepts to life for your customers. Discussions will also entail how developing technologies such as Virtual Reality (VR) and Augmented Reality (AR) fit into the design workflow.

“The Proofing and Visualization Seminar will explore existing and upcoming technologies for communicating packaging and graphic ideas between the supplier and the customer,” said Bobby Congdon, Assistant Director of the institute. “We'll take a look at the growing demands for fast turnaround, lower cost and e-commerce compatibility, and what that means for proofing and prototyping as we know it. Brand owners will share their perspective, and attendees will go hands-on with some of the latest technologies to meet these needs.”

The institute recently secured a speaker from [The Kraft Heinz Company \(KHC\)](#) to share big brand insight at the seminar. Michael Onderwater is the Senior Manager of Design to Print in Packaging Procurement at KHC. His primary role is to identify the appropriate print technology needed to deliver quality shelf appearance for all of KHC packaging, keeping in mind the total cost of ownership and delivering excellent print quality.

In addition to KHC, learn from a variety of expert industry speakers from [CSW](#), [Clemson University](#), [Esko](#), [EPSON](#) and [Creative Edge Software](#). Presentation topics include Designing and Communicating in 3D, E-Commerce Demands, Color Managed Proofing, Specialty Proofing, Virtual and Augmented Reality Applications, Communicating Brand Colors and Measuring Non-Color Attributes.

Experience interactive, hands-on sessions that include topics such as: Interactive 3D Packaging Models, CUshop VR: Consumer Behavior in a Virtual Store, Softproofing, Inkjet Proofer Profiling, Specialty Effect Printing and Sample Making.

The institute hosts seminars, workshops and trainings every month at the university. To register online for the Proofing and Visualization Seminar, visit SonocoInstitute.com/Events, or contact Bobby Congdon at Rcongdo@Clemson.edu.

About The Sonoco Institute of Packaging Design and Graphics

The Sonoco Institute of Packaging Design and Graphics uniquely combines the synergies that exist between the Graphic Communications and Packaging Design departments at Clemson University. Founded in 2009, it is the only university program in the country with this one-of-a-kind, multidisciplinary approach to packaging. The institute leverages its core campus strengths along with the knowledge and participation of its industry partners to make significant contributions at three levels – as an academic stimulator, an industry resource for training and research, and a driving force to bring new technologies and innovations to the packaging and graphics markets. To find out more, visit SonocoInstitute.com or follow the institute on [Twitter](#), [Facebook](#) or [Instagram](#). Connect with Bobby Congdon, Assistant Director on [LinkedIn](#).

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