



## Design

### Cross-functional team of experts

Haney offers structural, graphic, and industrial design for packaging applications, in addition to 3D visualization for packaging renders and retail environments.

Haney team members work closely with design, and technical packaging teams to infuse new materials, and printing effects/finishes into their package designs. The Haney team utilizes our VIA Alliance™ packaging library for inspiration, ideation and informed prototyping of package concepts.

### About VIA Alliance™



VIA Alliance™ is a revolutionary brand packaging program that provides Haney clients' access, options, inspiration, and intelligence for accelerated brand packaging solutions. Haney has partnered with more than 40 companies to create a world-class library of leading materials, print effects/finishes, and technologies for use on upstream brand package initiatives.

## In-house Design Capabilities

### Structural Design

Structural designers focus on the design and development of folding carton, flexible, and hybrid packaging solutions. Through experimentation, Haney infuses new materials into designs delivering innovative solutions without losing sight of manufacturing feasibility.

### Graphic Design

Graphic designers work closely with industrial and structural designers to enhance package aesthetics and effectively communicate the product benefits in a compelling manner.

### Industrial Design

Industrial designers focus on developing useful and innovative design solutions for packaging. By leveraging new materials and technologies, Haney is capable of developing ownable features and shapes that differentiate packaging on shelf.

### 3D Visualization

Visualization designers help bring complex ideas, products, and environments to life via digital technology platforms. Haney offers a broad range of capabilities including photorealistic package renders, displays, retail shelf sets, and in-store environments.

## VISION WORKSHOPS

VISION Workshops are a collaborative multifunctional team experience designed to co-create, prototype, and evaluate ideas that result in viable solutions and technically feasible designs. VISION Workshops are typically half or full day sessions and focus on technical packaging innovation for materials and print technologies.