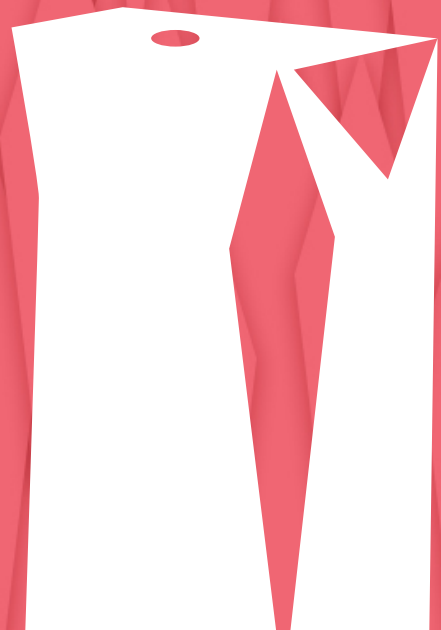
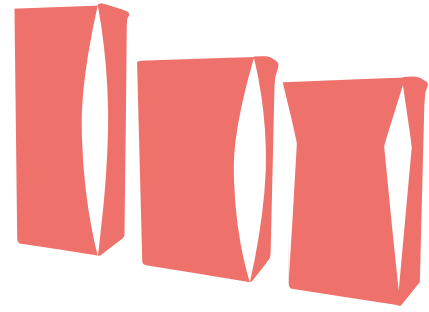


**TOP DESIGN
TIPS TO
SHAPE
YOUR
FUTURE**



LEAF OR CRYSTAL PANELS UNLEASH THOUSANDS OF NEW DESIGN IDEAS



Available with our Tetra Brik® Aseptic Base Crystal, Base Leaf, and Slim Leaf packages.

HERE ARE NINE TIPS TO GET YOU STARTED:

01



Use the shape to create 3D effects to add a new dimension.

Highlight ingredients to show what's inside.

02



Be playful within the shape.

03



Use typography to follow the creases on the front panel to draw attention to the shape.

04



05



Use the leaf and crystal panels to highlight flavors and product benefits.

06

Consider a 360° design experience



07

Try using contrasting colours or patterns to enhance the shape.



Build a shape within a shape on the front panel for a greater billboard effect



08

09

Don't forget the top of the package. What about adding a playful graphic detail?



FIT YOUR DESIGN TO A TETRA PAK® PACKAGE

- Each Tetra Pak® package type has a keyline.
- The keyline is a drawing showing package dimensions and design areas.
- Use the keyline to imagine the possibilities.
- Contact your local Tetra Pak® representative to learn more.



Want to visualize your design?

Put them through the Tetra Pak® Package Visualizer and see how your design looks in 3D. The tool lets you test and present design ideas on Tetra Pak® carton packages.
packagevisualizer.tetrapak.com

REFIT YOUR LINES, RESHAPE YOUR FUTURE™

Without investing in a new line you can ReShape your future with our latest Tetra Brik® Aseptic portion packages, offering differentiation with a low investment and faster time to market. Find out more at tetrapak.com/refitreshape or contact your local Tetra Pak® representative.