



New Media Packaging



Objectives

- **New look**
 - Matching with the new IC package design
- **Product Differentiation**
 - Using different images for different products
- **Functionality**
 - To easily identify the products
 - To easily find out the product information
 - To easily find out the application



Old vs. New

Old

New

• Premium Glossy Photo Paper • EPSON • 20 Sheets • 210mmX297mm (8.3" x 11.7") • Premium Glossy Photo Paper •

EPSON®

A4
S041287
8.3" x 11.7"
210 mm x 297 mm

20 Sheets
Premium
Photo
Paper
Glossy

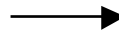
Premium Glossy Photo Paper

New and improved lightfast photo paper
Create brilliant high gloss colour pictures
Looks and feels like a real photograph

- **Premium Glossy Photo Paper**
Für eine äußerst hohe Lichtechtheit auf Photo Papier
Für brillante, hoch auflösende Farfphotos
Für Photodrucke wie aus dem Labor
- **Papier Photo Premium**
Papier Photo extrêmement résistant à la lumière
Pour imprimer des photos en couleur avec une fonction brillante
Un résultat ressemblant exactement à une véritable photo
- **Premium Glossy Photo Paper**
Nuevo papel fotográfico más resistente a la luz
Crea fotografías en color de aspecto muy brillante
Le dará la sensación de tener una fotografía real en sus manos
- **Carta Fotografica Lucida Premium**
Una nuova carta fotografica ad altissima resistenza alla luce per stampare a getto d'inchiostro
Per stampare fotografie dai colori brillanti con superficie lucida
Per una reale resa fotografica
- **Papel Fotográfico Brillante Premium**
Nuevo papel fotográfico superreforzado
Crea fotografías a cores de alto brilho
O aspecto e o toque de uma verdadeira fotografia

For use with:
EPSON STYLUS PHOTO 870 / 1270

• Premium Glossy Photo Paper • EPSON • 20 Sheets • 210mmX297mm (8.3" x 11.7") • Premium Glossy Photo Paper •



EPSON®

Photo Quality
ink jet paper

• Paper resistant to light • Paper coated with photo
• Orijinali ışığa dayanıklı • Fotoğraf kalitesinde yazdırılabilir

S041301

EPSON®
Photo Quality
ink jet paper

200 sheets in pack • Paper coated with photo • Inkjet paper • Original quality photo

A4 100
210 x 297 mm

EPSON®
SUPPLIES



Strategy

Application 1

Naming

Premium Photos

- Premium Glossy Photo Paper
- Premium Semigloss Photo Paper
- ColorLife™ Photo Paper

Realistic Photos

- Photo Paper

Everyday Photos

- Photo Quality Glossy Paper

Graphic Arts & Photos

- Matte Paper Heavy Weight
- Double Sided Matte Paper

Graphics, Flyers & Photos

- Photo Quality Ink Jet Paper

Graphics & Texts










- Bright White Ink Jet Paper



Strategy

Application 2

Chart

INK JET PAPER APPLICATION	 WEIGHT	 FINISH	 PHOTOS	 GRAPHIC ARTS	 PRESENTATIONS	 TEXTS	 GRAPHICS	 DISPLAYS	 WEB PRINTS
PREMIUM GLOSSY PHOTO PAPER	255 g/m ²	HIGH GLOSS	●	●					
PREMIUM SEMIGLOSS PHOTO PAPER	251 g/m ²	SEMI GLOSS	●	●					
ColorLife™ PHOTO PAPER	245 g/m ²	SEMI GLOSS	●	●					
PHOTO PAPER	194 g/m ²	GLOSSY	●	●					
PHOTO QUALITY GLOSSY PAPER	141 g/m ²	GLOSSY	●	●	●				
DOUBLE-SIDED MATTE PAPER	178 g/m ²	MATTE	●	●	●			●	
MATTE PAPER HEAVYWEIGHT	167 g/m ²	MATTE	●	●	●			●	
PHOTO QUALITY INK JET PAPER	102 g/m ²	MATTE		●	●	●	●	●	●
BRIGHT WHITE INK JET PAPER	90 g/m ²	MATTE				●	●		●



Strategy

Application 3

Images



Strategy

Information

Weight



Finish



Size/Sheet count



Additional information

Thickness



Compatibility



Image Selection

Photographic Paper (High End)

- Action shots
- Nature (Sea/Fish, Flowers)
- Dynamic Scenery



Photographic Paper (Mid-Low End)

- Vacation shots
- Family shots



Matte Paper

- Animals
- Scenery (City/Landmark)



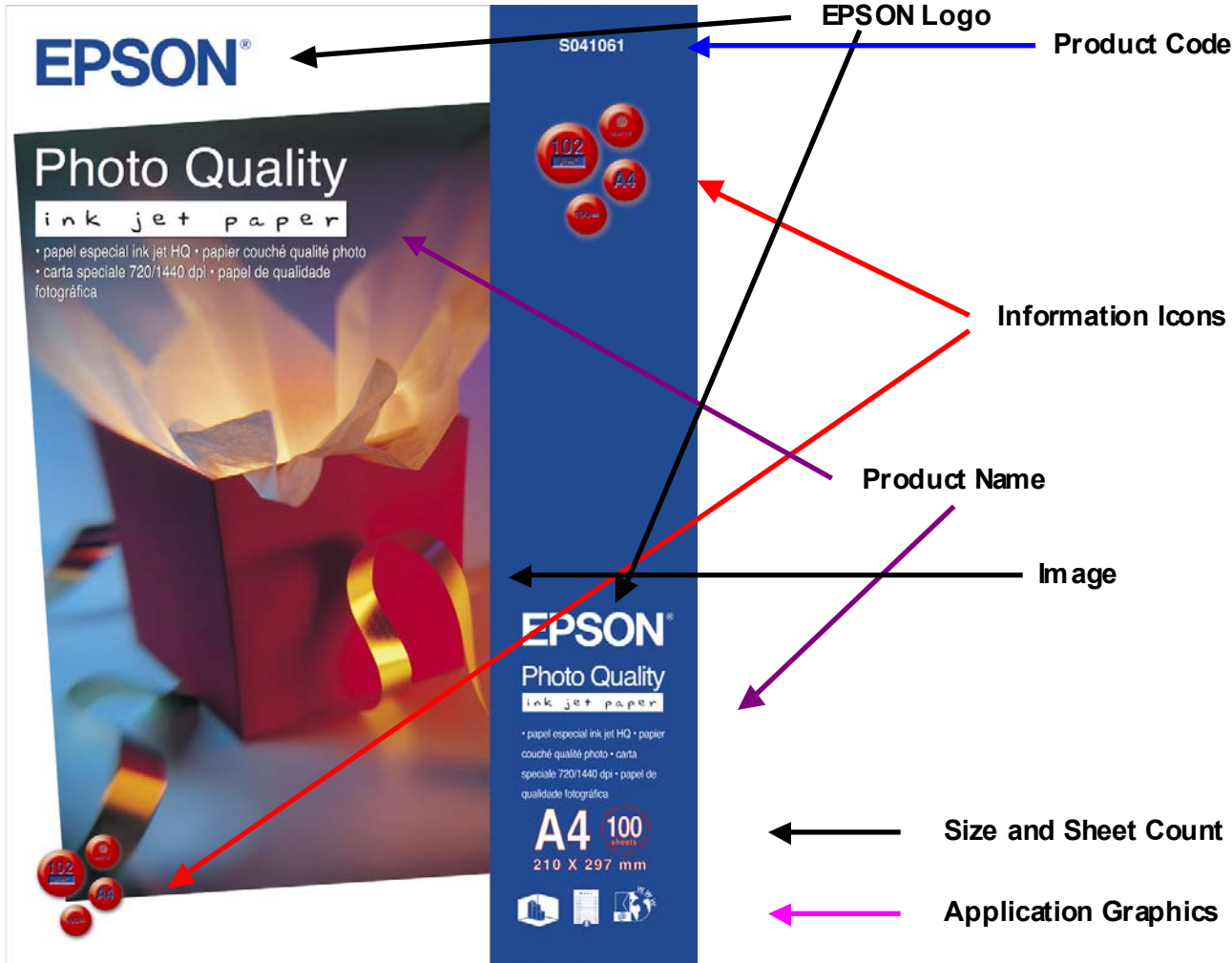
Ink Jet Paper

- Objects
- Illustrations

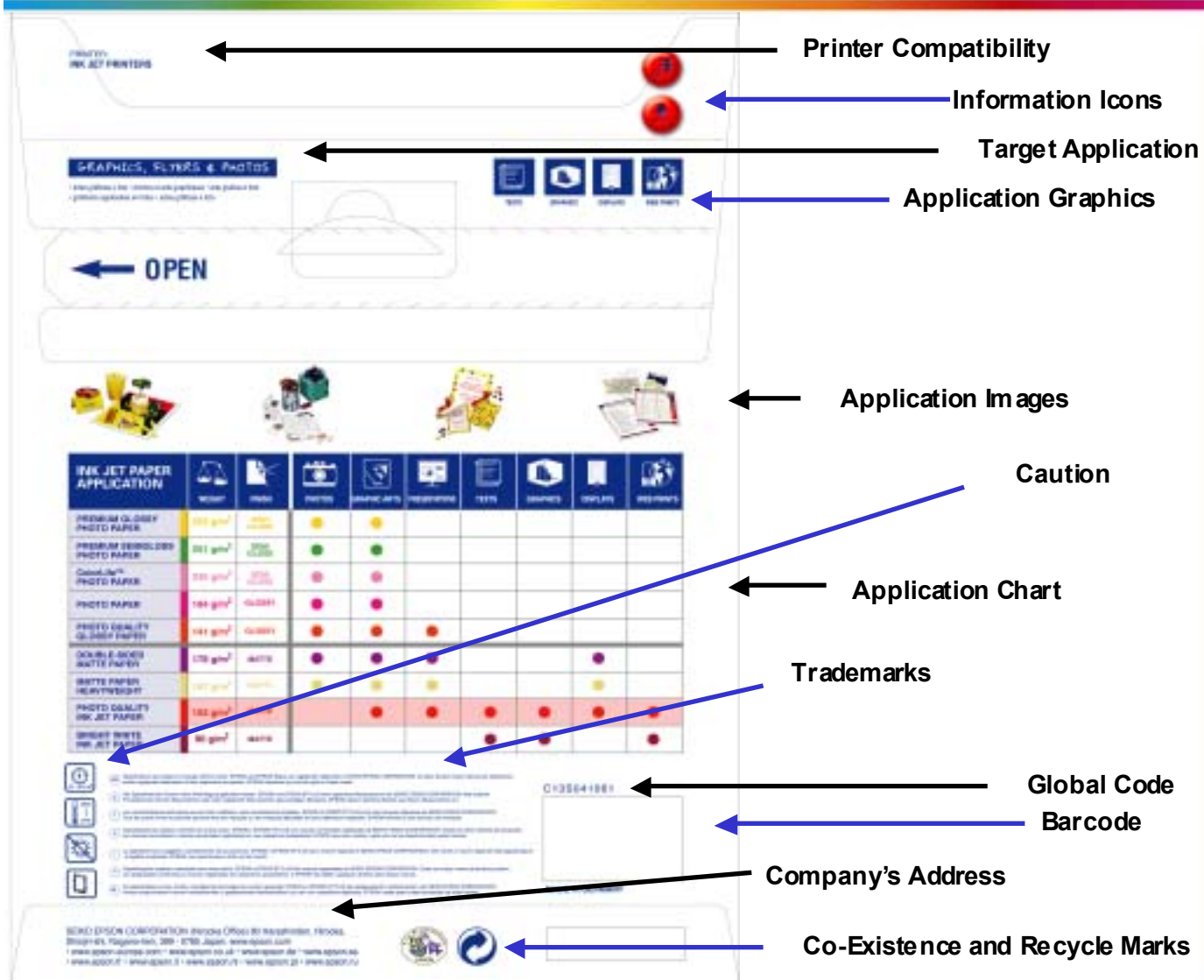


Design Concept (Front)

EPSON[®]
SUPPLIES



Design Concept (Back)



1st New Packaging Launch

Premium Glossy Photo Paper 10x15, 20 sheets
(S041706)

NEW PRODUCT!



Launched in January

EPSON
SUPPLIES



Next Packaging Change Over

EPSON
SUPPLIES

Already occurred



**Photo Paper 10x15
(S041255)**



**Photo Paper
Perforated 4"x 6"
(S041134)**



**Photo Quality
Inkjet Paper A4
(S041061)**



**Photo Quality
Glossy Paper A4
(S041126)**



**Photo Paper A4
(S041140)**



Next Packaging Change Over

EPSON
SUPPLIES



**Premium Glossy Photo Paper
100mx10m Roll
(S041303)**



**Premium Glossy
Photo Paper A4
(S041287)**



May launch

**Matte Paper
Heavy Weight A4
(S041256)**



Future Packaging Change Over

EPSON
SUPPLIES



**Premium Semigloss
Photo Paper A4
(S041332)**



**Premium Semigloss
Photo Paper 100 mmx10m Roll
(S041330)**



**EPSON ColorLife™
Photo Paper A4
(S041560)**



**Double Sided
Matte Paper A4
(S041569)**



**Bright White
Ink Jet Paper A4
(S041749)**



Future Packaging Change Over

(New Product Launch)

EPSON
SUPPLIES



NEW PRODUCT!

**Premium Glossy
Photo Paper 10x15
50 sheets
(S041729)**



Future Packaging Change Over

- PGPP (S041624) PP (S041622) PQGP (S041620)
A4 size/50 sheets
- PGPP (S041315, S041316) PP (S041142, S041143)
PQGP (S041125, S041133)
PQIJP (S041068, S041069) MP-HW (S041261)
A3 and A3+ sizes
- Other media (to be specified)



Thank you
Thank you

