



# GRAHAM HOUGH PACKAGING | PORTFOLIO



DREAMWORKS OPT'E PACKAGING DESIGN CMF

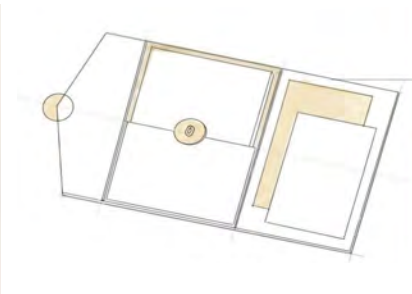
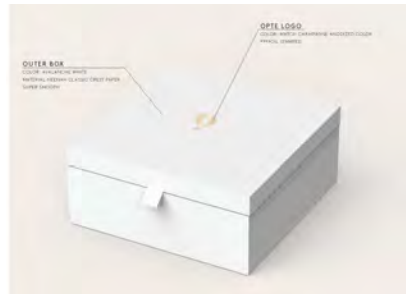
CMF OPTION



SPLIT

GOLD

WHITE



## Timeline:

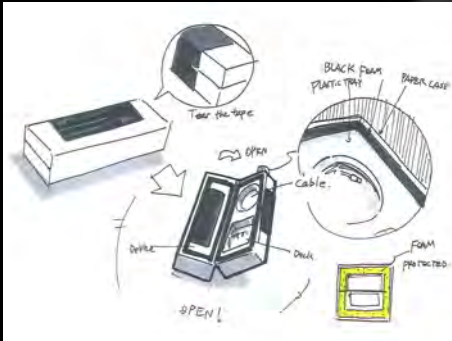
- **June-** Shipper concepts presentation and approval
- **July** - Showcase packaging concept requested- Dreamforce team-
  - Design packaging that reflects the Salesforce office tower
- **July-** Shipper Pkg; First article and BOM
- **Aug-** Tower concept prototyping
- **Sept-** Tower pkg; First article and BOM
- **Oct** - Fulfillment
- **Nov-** Deliver to Dreamforce Team and set-up at Dreamforce









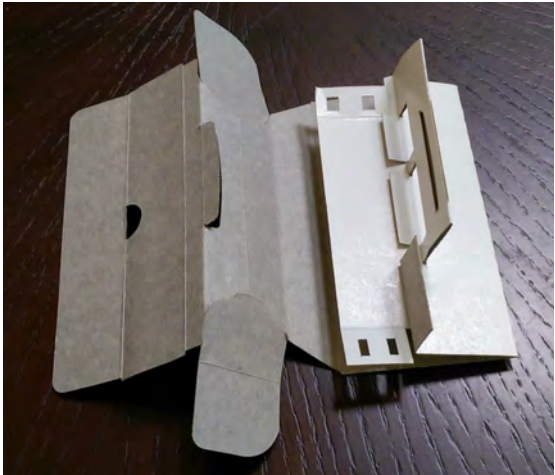


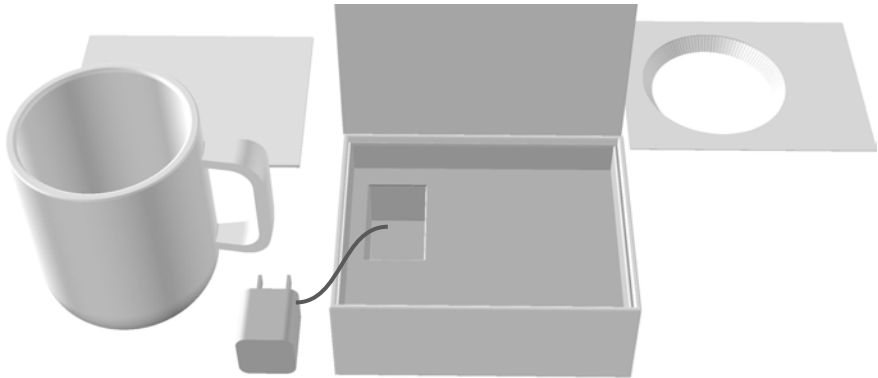
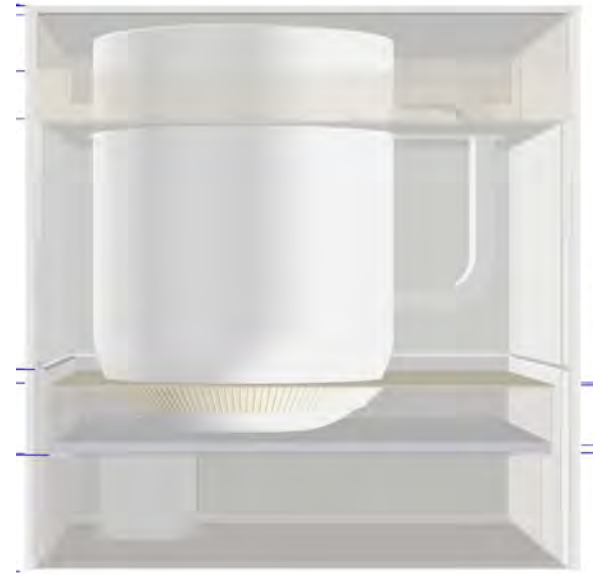
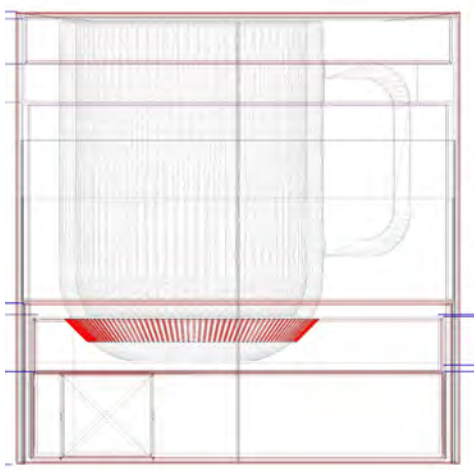
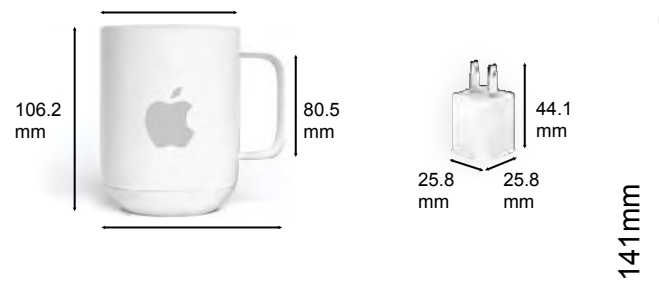




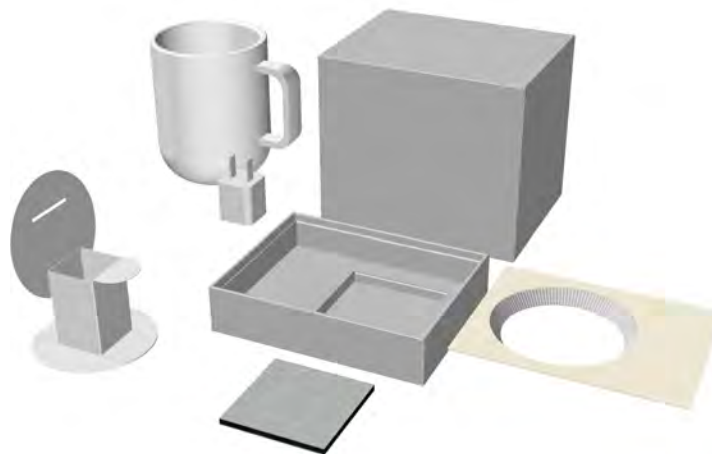
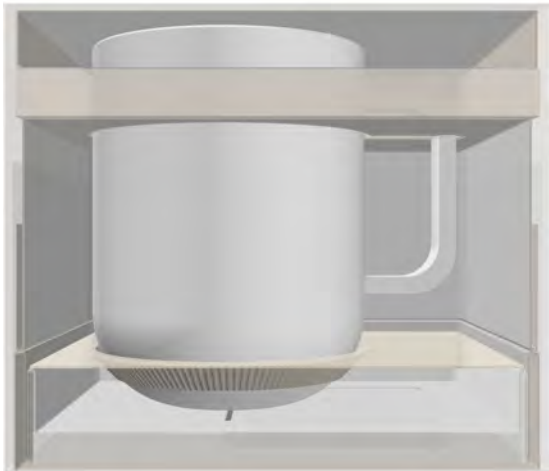
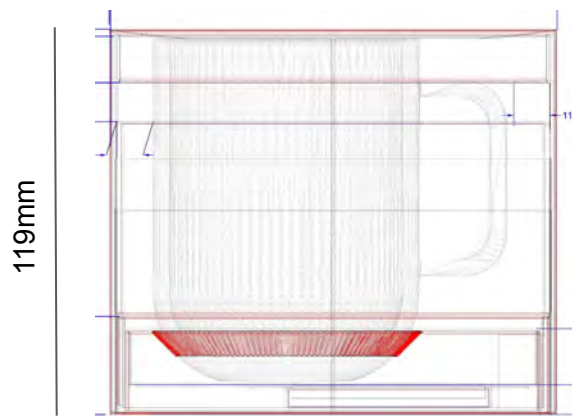


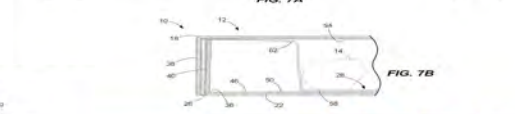
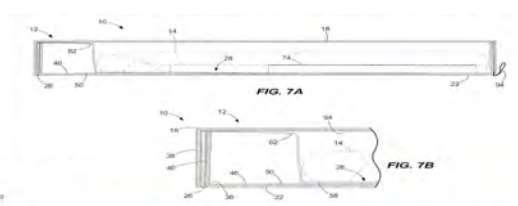
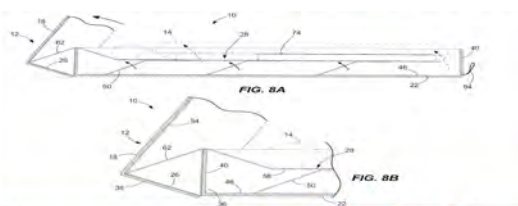
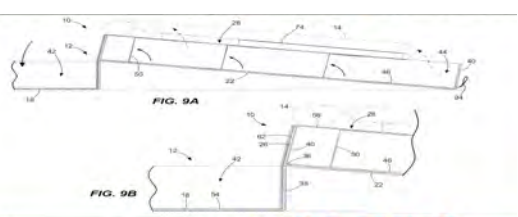
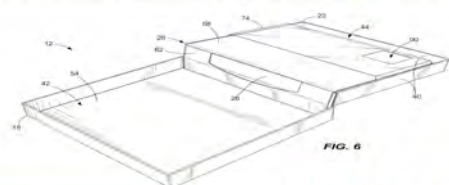
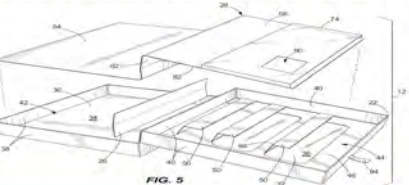
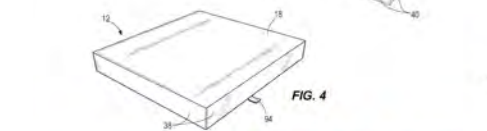
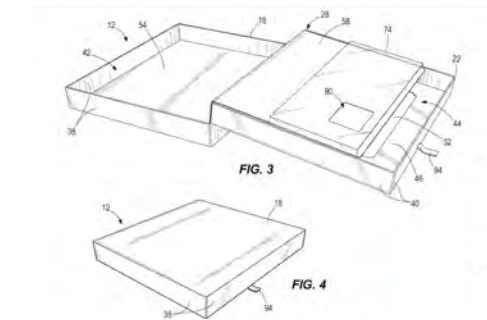
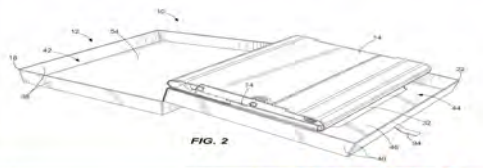
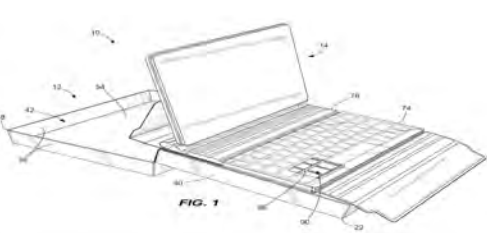










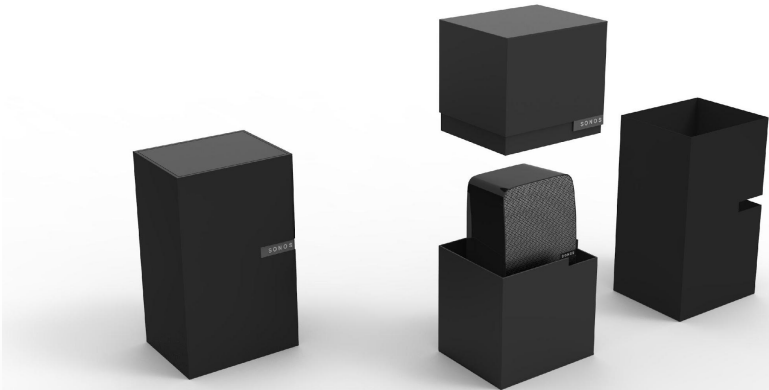
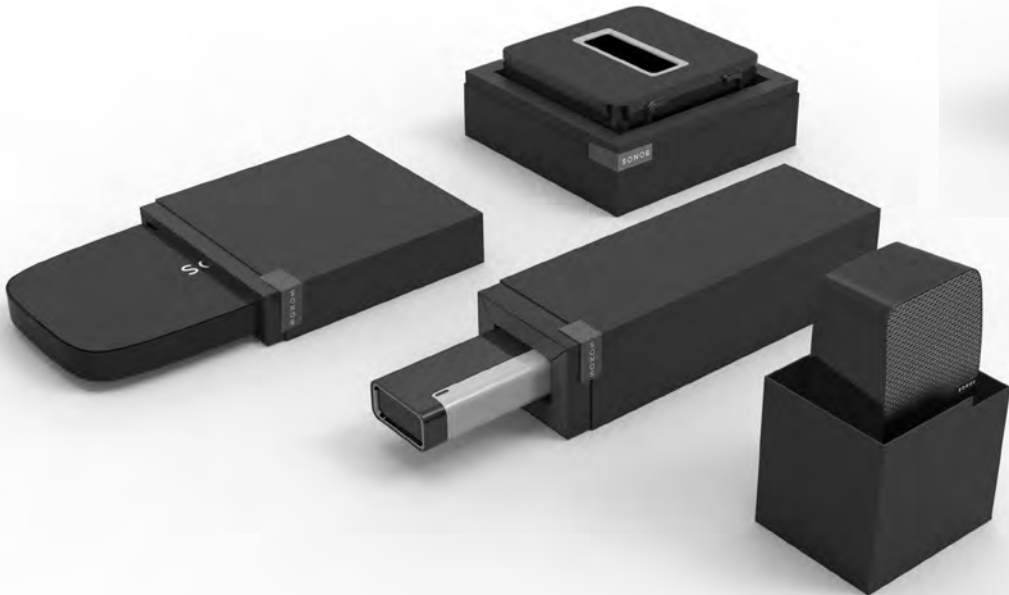


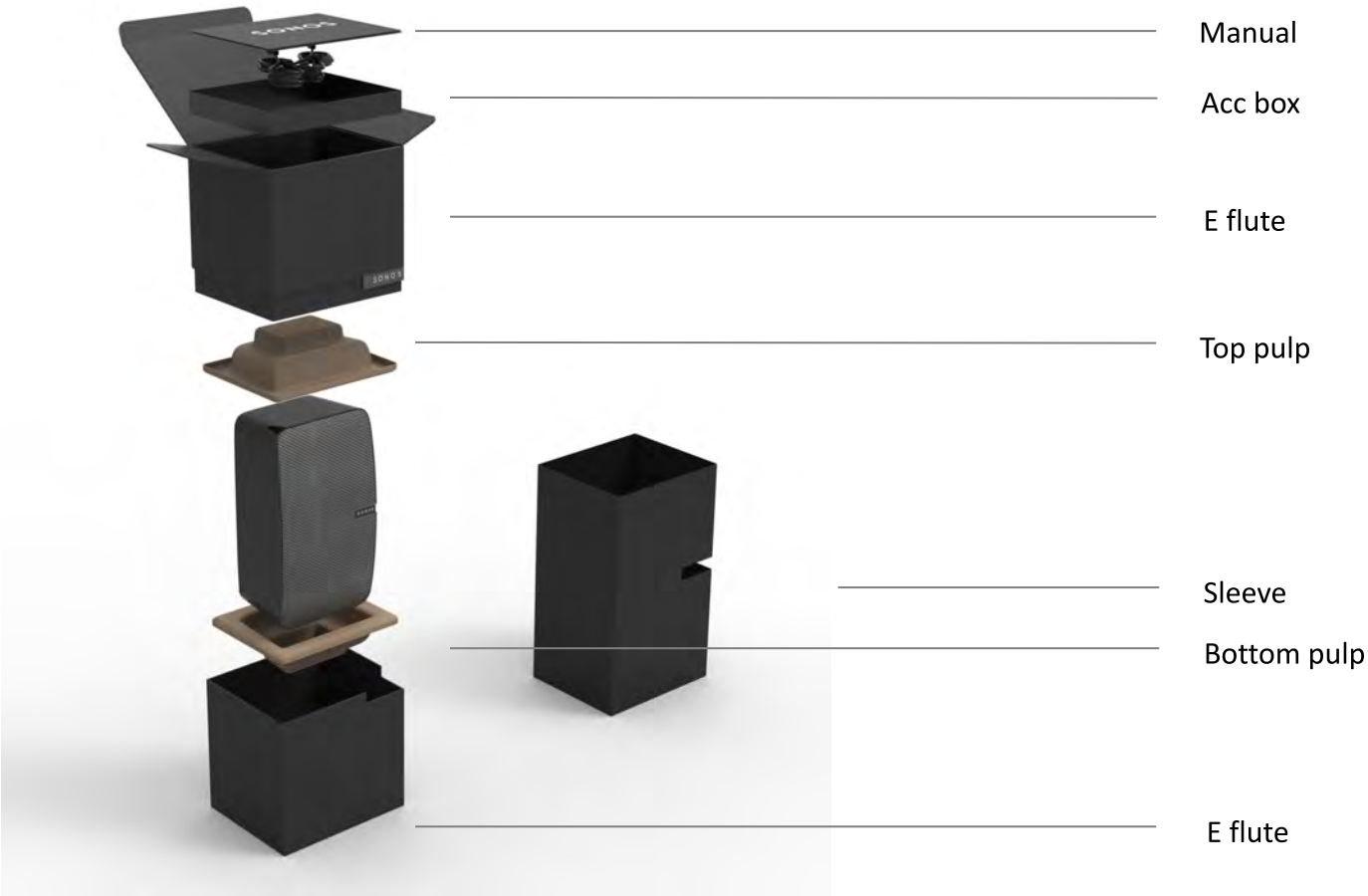
## WE'RE BUILDING A NEW LINE

Our new packaging design dramatically improves our customer journey, delivers quality and consistency across all touch points, and shapes our green story.















OVERPACKED WASTEFUL AND  
COMPLICATED

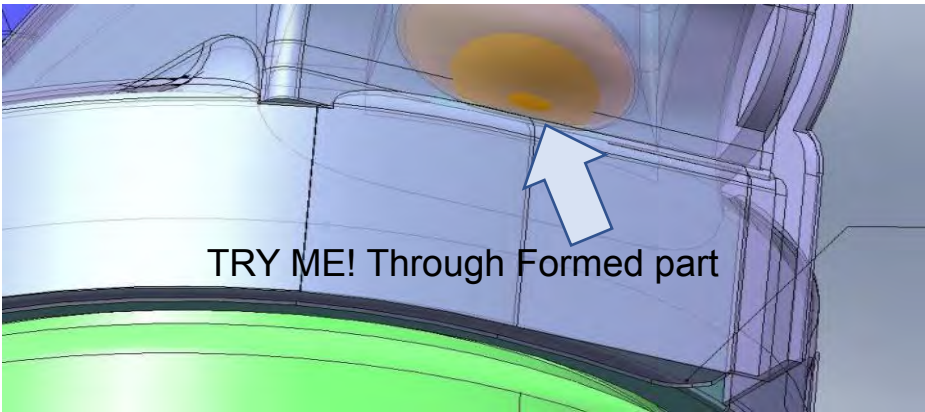
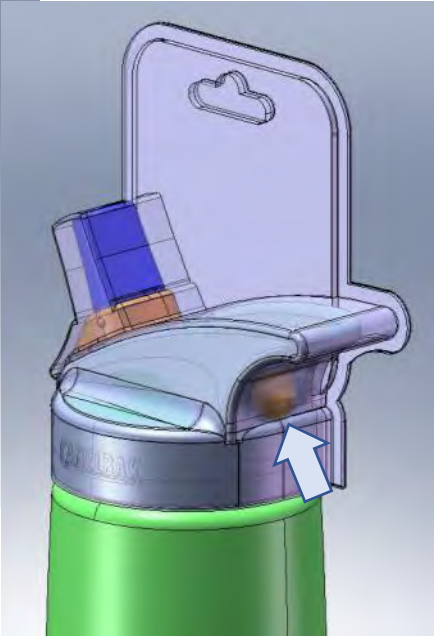
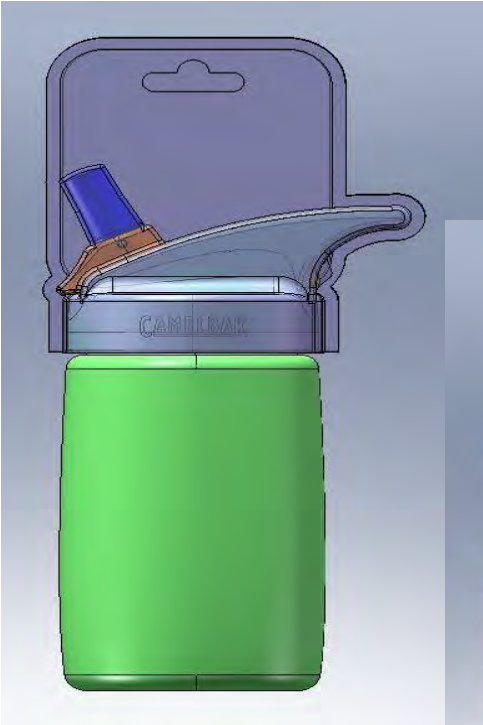
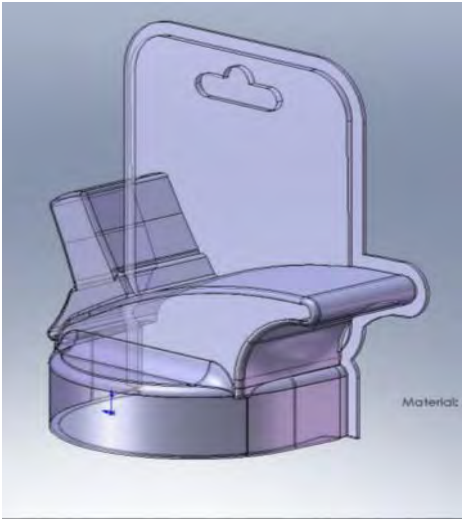
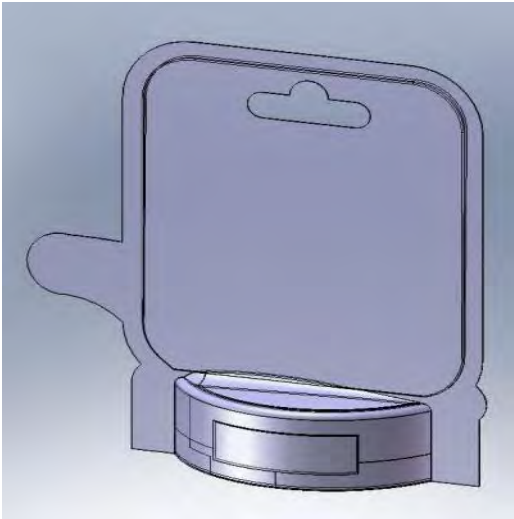


Re-Design IS SIMPLE AND ELEGANT



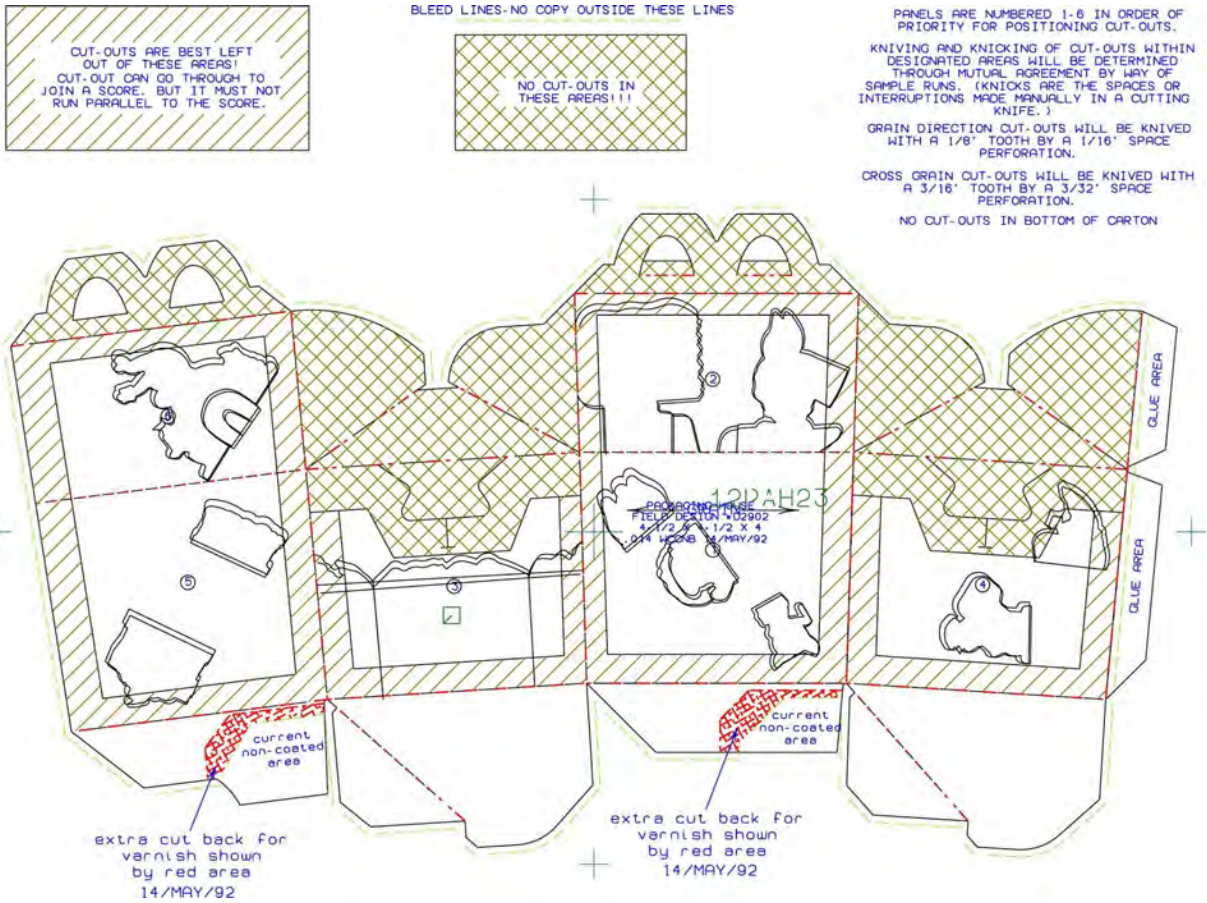
Design Excellence Recognition





Camelbak Bottle Hanger Part Design with "Try-Me" for button feature





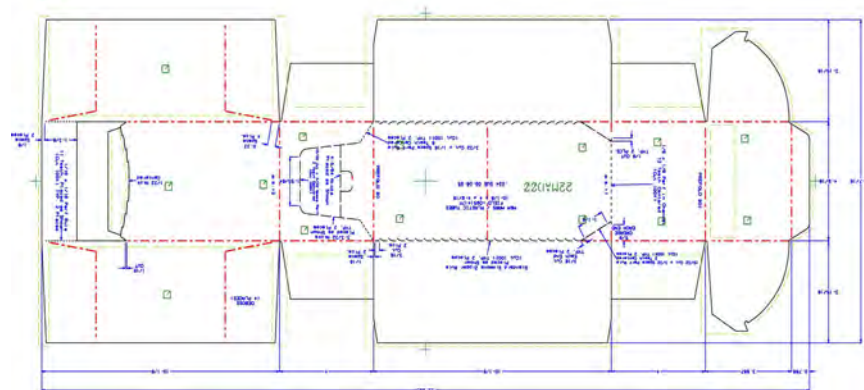
Original  
Production  
Nov 1995



Interlaced Gluing



Automatic Packing Line

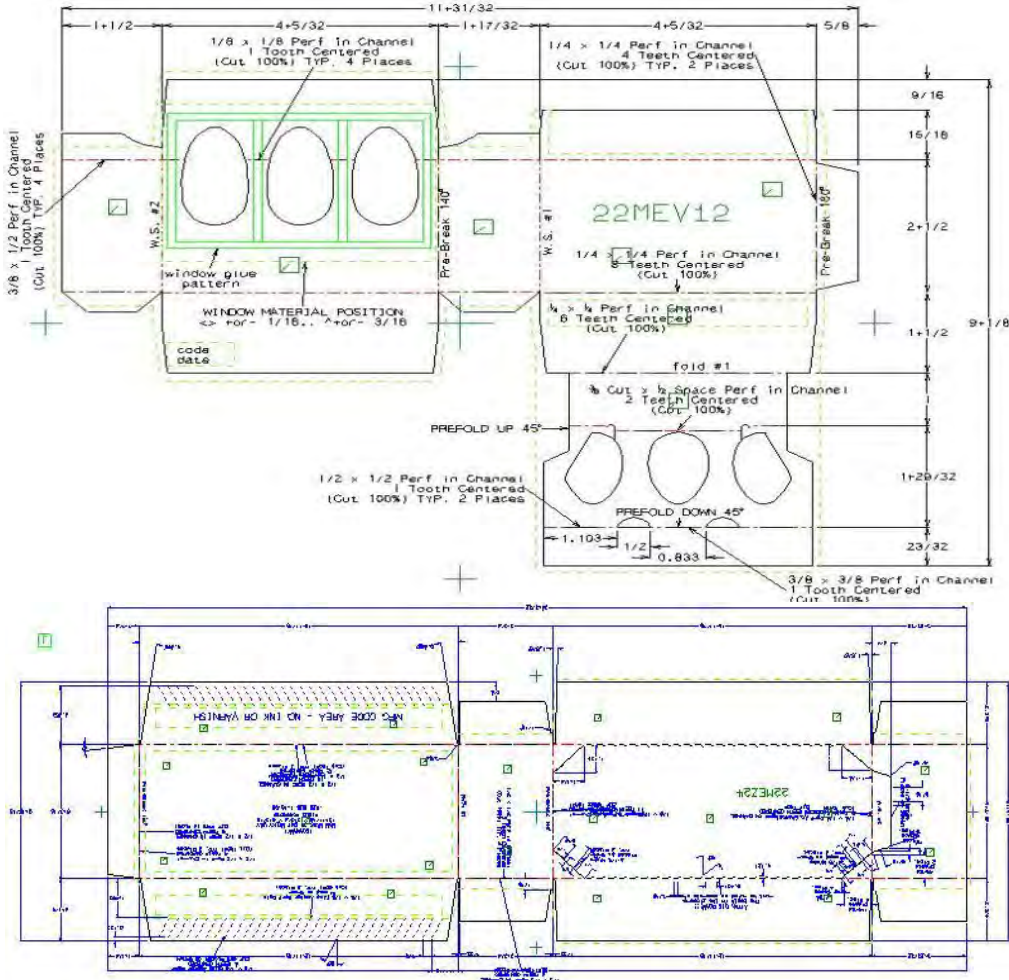
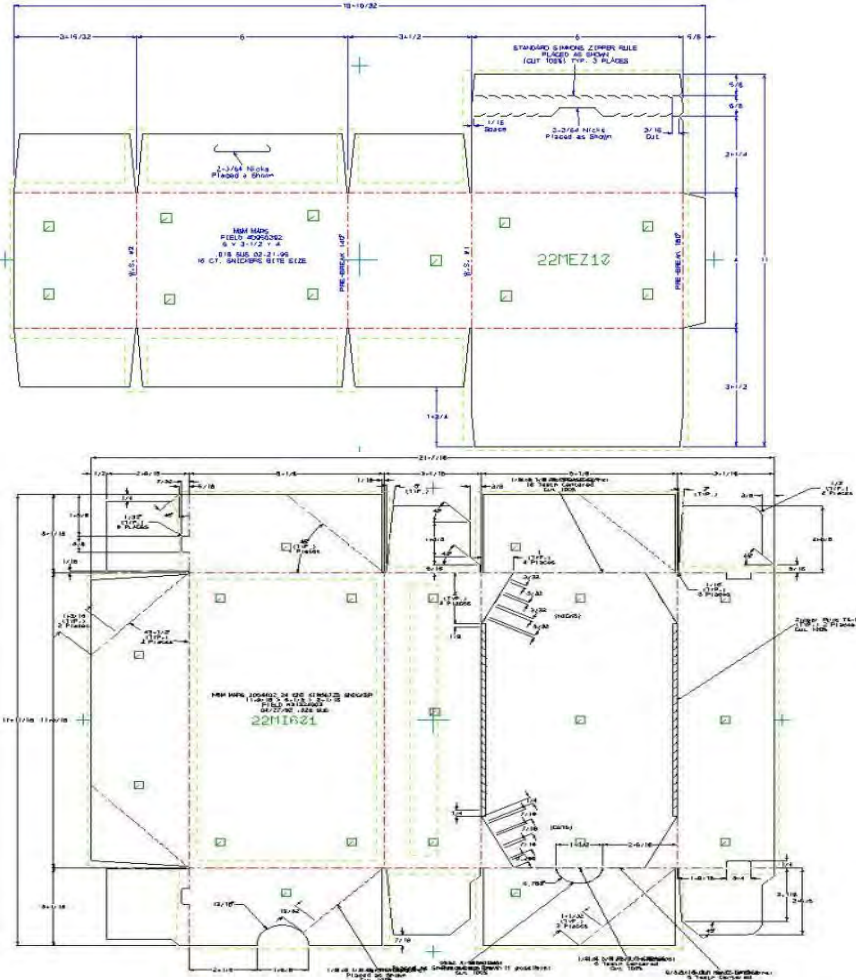


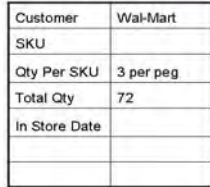
Production  
2014-2020

Good Design Works Perfectly!--  
--Great Design Keeps Working!

After 25 years this packaging is  
still in use





[illegible]





IOPP Regatta , Best of show winner!



