

Seminar Series: Orientation to Corrugated Packaging

The processes and industries surrounding corrugated packaging are explored in this new Clemson approach to offering corrugated education. Corrugated is the largest packaging segment and spans many disciplines that have an opportunity to work together to add value and drive efficiencies.

This seminar will start with a “customer order” and move through basic structural design, basic graphic design, production art, prototyping, performance testing, plate-making, printing and converting.

Presentations Topics Include:

- Corrugated Market Segments and Industry Overview
- Material Selection and Packaging Structure
- Performance Design and Qualification
- Graphic Decoration: Pre-Print, Post-Print, and Litho Lam
- Printing 101
- Understanding and Designing to Capabilities
- Sustainable Corrugated Package Design
- Sustainable Corrugated Material Selection
- Current Trends in Corrugated Packaging

Hands-on Sessions:

- Corrugated Structural and Graphic Design
- Prototyping, Proofing, and Managing Expectations
- Performance Testing and Analysis
- Understanding Flexographic Print Capabilities
- Single, Multi, and Process Color Corrugated Package Printing

Who Should Attend:

- Corrugated Structural and Graphic Designer
- Production Management and Procurement
- Print Buyers and Consumer Product Groups
- Supplier Sales and Technical Services
- Converter Sales and Customer Service



Event at a Glance

Location: Clemson, SC

Dates: March 2-4

Attendee Limit: 40

Cost: \$795 (Group Rates Available)
(Includes Breakfast, Lunch, and Social)

Register Online at:
clemson.edu/sonoco_institute

Lodging: James Martin Inn
Rate Code: Sonoco - \$90
(864) 654-9020

Air Travel (mileage from Clemson)
Greenville (GSP) - 45 miles
Atlanta (ATL) - 130 miles
Charlotte (CLT) - 130 miles

Mar. 2: Begin 8:30 End 6:00

Mar. 3: Begin 8:30 End 4:30

Mar. 4: Begin 8:30 End 12:00



The Sonoco Institute of Packaging Design and Graphics • Clemson University
311 Harris A. Smith Building • Clemson, SC 29634
T: (864) 656-4690 • F: (864) 656-4695 • www.clemson.edu/sonoco_institute

