

Seminar Series: Orientation to Corrugated Packaging

March 2

8:00: Continental Breakfast

8:30: Corrugated Market Segments and Industry Overview
Page Crouch

9:15: Corrugated Material Selection and Packaging Structures
Bob Moore

10:00: Performance Design and Qualification
Andrew Hurley

11:00: Converting and Die-Cutting Optimization, Workflow and Logistics
TBD

11:30: Production Planning: *Linking Print and Converting Capabilities with Customer Demands*
Kern Cox and Page Crouch

1:00: Hands-on Breakout Sessions

Package Design

*Hosted by Andrew Hurley and
Chip Tonkin*

Groups take a product through designed prototype with:

- SolidWorks
- Artios CAD
- CAPE
- Adobe Illustrator
- EskoArtwork Studio
- EskoArtwork Signup

Package Prototyping

Hosted by Andrew Hurley

Groups create physical prototypes of the electronic design using:

- Mimaki UV Printer
- Kongsberg Plotting Table

Package Testing

Hosted by Andrew Hurley

The seminar heads to the testing laboratory to evaluate the created prototype by:

- Vibration
- Shock
- Drop
- Incline Impact
- Compression

6:00: Social Networking Hour
Drinks and light hors d'oeuvres



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March 3

8:00: Continental Breakfast

8:30: Printing 101
Page Crouch

9:45: Graphic Decoration Workflow: Pre-print, Post-print, Litho lamination
Page Crouch

10:45: Understanding and Designing to Print Capabilities
Page Crouch

1:00: Hands-on Breakout Sessions

Press - Bobst

Hosted by Kern Cox and Page Crouch

This session will explore flexographic capabilities and reinforce through hands-on pressruns fundamentals of flexographic printing with:

- The Banded Anilox Test
- The Multi-Color Test
- Four-Color Process Fingerprint

4:30: Close

Press - Martin

Hosted by Rory Marsoun and TBD

Run through a series of corrugated jobs on the 3-color rotary die-cutter with varying graphic complexities to understand hands-on how to design for success by:

- One-Color RSC
- Two-Color RSC
- Three-Color POP



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



Seminar Series: Orientation to Corrugated Packaging

March 4

8:00: Continental Breakfast

8:30: Sustainable Corrugated Package Design
Greg Batt

9:00: Sustainable Corrugated Material Selection
Heather Batt

9:30: Western versus Eastern Competition
Bob Moore

11:00: Corrugated as Advanced Protective Packaging
Duncan Darby

11:20: Future Trends in Corrugated Design
Andrew Hurley

11:40: Future Trends in Corrugated Printing
Page Crouch

12:00: Close



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