

## BRIEF FOR THE PROJECT

### COMPANY DESCRIPTION

Italian company "made in Italy" quality and standards. The Core business is printing and finishing aimed to B2B market with expertise in **Luxury, Cosmetics and beauty , Food and beverages, Pharmaceutical products, Consumer goods, Jewellery, publishing.** We manage only part of a manufacturing process of packaging or publishing supports which our customers sell ( packaging, books, collaterals, etc.). **In practice we ennoble the printing which our customers produce to customize in turn their customer's packaging.** The company is quality market leader in Southern Europe with an excellence in Italy. The "edge" are best organization and production (many machinery, high level of quality and flexibility), expertise and awards achieved.

### PROJECT GRAPHIC DESIGN

We need of a graphic design following the themes : **think green and recyclability in general.** We've been working since 1960 in **printing market on paper and/or cardboard supports** and we've been paying attention on these themes in order to preserve the earth. Relating to one of our next tradeshow in "**packaging luxury market**" we'd like to represent some examples of our printing service showing them as **4 "copyright paintings"** with different sizes. **We would like to print (offset) the new graphic design on 4 different sheets ( different supports and sizes) wich we will going to overprint in "hot foil printing" getting a special and customized finitures.** **We need of a graphic design with many details which can be enobbed with in "hot foil printing".** **It could be important create a graphic subject based on think green and recyclability connected to the paper packaging od editing markets. it could be important follow the recyclability and the good green impact of the paper and cardboard products.**

### PLEASE LOOK AND PAY ATTENTION

PICTURE 1 which is a simulation of the internal wall of our booth where the sheets will be showed as "copyright paintings";

PICTURE 2 wich are some example of graphic design based ond think green and think green and recyclability. PAY ATTENTION they are an example not a specific request of what we want, we're confident in a CUSTOMIZED CREATIVITY ACTIVITY of the designers that will join in the project.

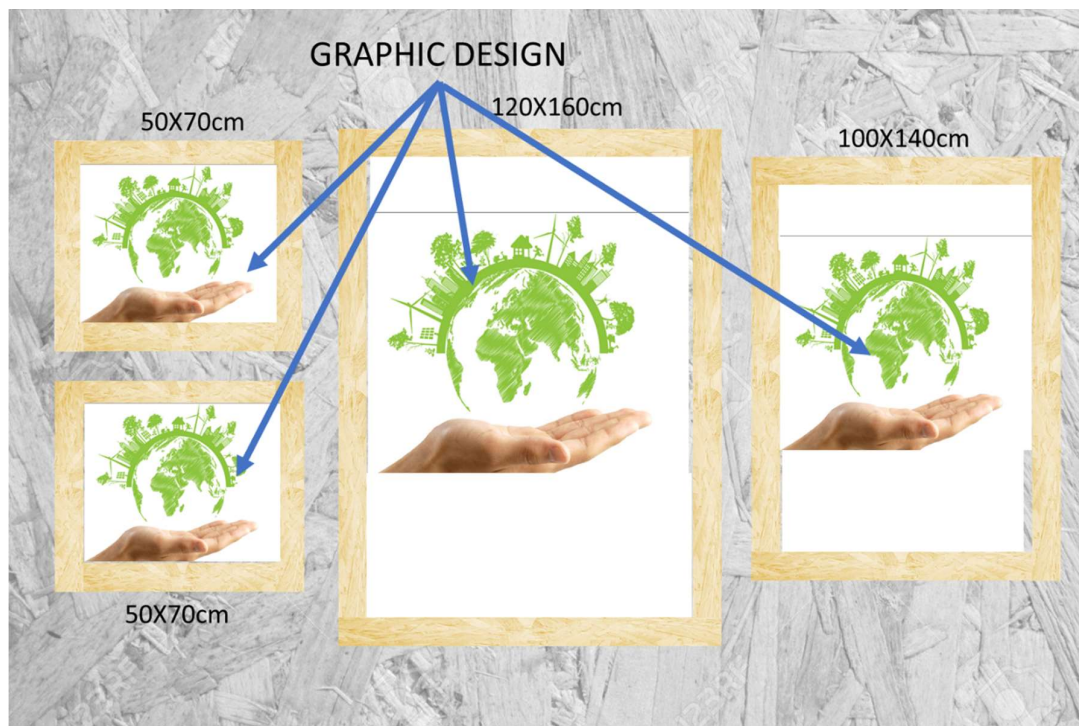
PICTURE 3 the process of what we're going to do

### PLEASE SEE THE ATTACHED FILES

OUR BRAND BOOK AND INFOGRAPHIC OF " OUR FACTS AND NUMBERS" can help you to identify the graphic style of our company

PROJECT LEADER AND REFERENT : Massimiliano Liuzza – Mobile +39 391 4064413 to use on (Whatsapp or WeChat)

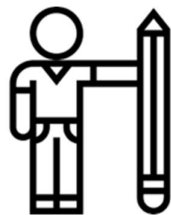
PICTURE 1



PICTURE 2



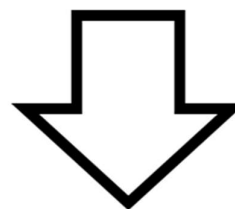
PICTURE 3



**STEP 1**  
DESIGNER DRAW THE  
RIGHT GRAPHIC  
DESIGN FOLLOWING  
THE GUIDELINED OF  
THE PROJECT



**STEP 2**  
WE DRAW 4 DIFFERENT  
SHEETS WITH THE NEW  
GRAPHIC DESIGN  
PRINTED IN OFFSET



**STEP 3**  
WE OVERPRINT 4 DIFFERENT  
PRINTED SHEETS WITH NEW  
GRAPHIC DESIGN WITH 4  
DIFFERENT HOT FOIL FINITURE

