

BOTTLES

CANS

CARTONS

LABELS

FLEXIBLE BAGS

SHRINK FILM

POS/POP

SHELF DISPLAYS



SUMMARY

With time-to-market becoming ever shorter, Square SA needed a solution that would deliver much greater flexibility along with faster turnaround and greater productivity at a quality that would translate into sales.

Square SA improves productivity and turnaround times with iC3D

Graphic communications agency Square SA has been active since 1979. With its comprehensive knowledge of the graphic chain, Square operates notably within the fields of pre-press and packaging, pre-media (documents and publications), image databases as well as resource management and editorial solutions. Graphic communications is the company's core business, with a firmly technical approach. Based in Lyon, France, the company boasts a portfolio of customers that includes global players such as Adobe, BNP Paribas, L'Oréal, Le Monde, Danone and Volvo – to name but a few.

Roland Donzelle, CEO of Square SA, believes that customer demands have changed dramatically: "Time-to-market has become much shorter, which requires more flexibility from suppliers." Donzelle explains further: "The demands on pre-press have spread towards supplying structured data and 3D simulations, as well as prototypes." For Square, this represents an opportunity as well as a challenge to anticipate these customer demands.



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Roland Donzelle
CEO of Square SA

Enter iC3D. As a real-time 3D packaging simulation and design application, iC3D can bring ideas to life. Not only is it possible to create 3D environments in real time, but it can even generate three-dimensional models in complex scenarios. "The philosophy behind the software really appealed to us," Donzelle explains. "Thanks to its flexibility, iC3D has not gone unnoticed. Other software products can be a source of frustration as they continue to apply design processes in isolation."

In addition, Square was looking for a publisher who would listen to them. "Another instrumental factor was the publisher, who seemed to be very in tune with our needs," Donzelle states. "The support provided by Four Pees, whom we know well, has also contributed to our decision." Clearly, to have a strong partner is vital in order to gain access to the market and generate sustainable and profitable growth.

Square has been using iC3D for more than a year now and has noted a remarkable change. Turnaround times have improved thanks to iC3D, and productivity has increased. iC3D thus gives operators the chance to improve their creative potential. Furthermore, it achieves higher-quality results leading to improved sales. Square now needs to persuade even more of its existing customer base and, perhaps more importantly, attract new customers. "We are completely satisfied," Donzelle concludes.

About Square

Square SA is a graphic communications agency. In an age of constant connectivity and digital publishing, creating documents quickly, printing or enhancing them with multimedia content, transferring, translating, modifying, classifying and filing them has become a major issue for buyers.

Square SA's areas of focus include pre-press and packaging, pre-media (documents and

publications), image databases as well as resource management and editorial solutions. As such, Square provides comprehensive expertise over the entire graphics chain, taking a firmly technical approach geared towards new technologies.



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