

# AMCOR

## CASE STUDY

Amcor is one of the world's top 3 global packaging companies, based on market capitalisation, sales and profits. Amcor has approximately 30,000 employees, 134,000 shareholders and in excess of AU \$11 billion in annual sales. Internationally, the company is focused on four key market segments:

- PET plastic bottles and jars
- closures and specialty packaging
- flexible plastic packaging
- specialty printed cartons

They needed a system that was easy to use for designers used to AutoCAD and ProEngineer. They reuse a lot of basic templates, so need to be able to recycle and not redesign an old product design. They need to show a realistic image of the packaging to a client for how the product will look on a supermarket shelf for example. This means being able to show perspectives and shadows.

SolidWorks is so easy to use that even the designers with years of experience of other systems commented on how easy it was to use. They are able to store templates of basic designs saving them massive amounts of time on redrawing basic designs. SolidWorks gives them the ability to show customers a realistic image of how their product might look on a shop shelf; this includes folds, contours, shadows and realistic surfaces including logos. "SolidWorks has been very easy to use even for users used to other systems. It allows us to create realistic images for our clients, allowing us to give great perspectives, for example when say a crisp packet is opened SolidWorks allows us to show what happens to the company logo."