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YOUR CUSTOM PRINTING & PACKAGING PARTNER FOR SMALL AND MEDIUM BUSINESSES



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Details

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PPAIの2024年上半期の業績は、売上高が前年同期比63%増の\$1,001百万、営業利益が\$5,000百万、営業利益率が73%と、過去最高の業績を達成しました。PPAI 2024年上半期業績⁽¹⁾

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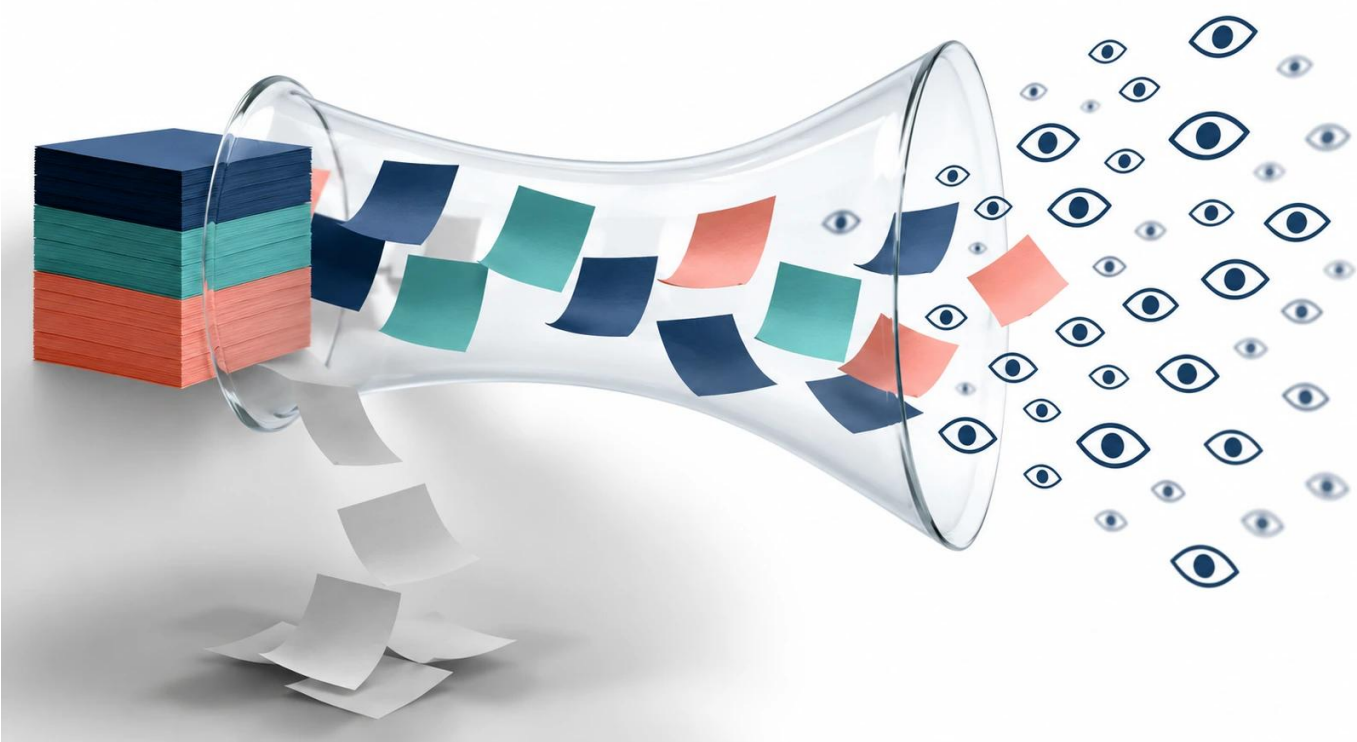
Post-it® 3M Post-it® 3M 2014
Stick-it \$75,000 in Star Tribune
2014^[5]

この資料は、本邦の主要な企業に対するアンケート調査の結果をまとめたものです。

図表3: 調査対象企業の数と性別の割合

調査対象企業は、200社以上の企業を対象とし、CPM（コスト・パフォーマンス・インデックス）を算出するために、 $\times 5$ の重み付けを施したCPMを算出した。

調査対象企業の数は、100社以上のCPMを算出した企業は、 $\times 10$ の重み付けを施した。PPAI（Perceived Product Attractiveness Index）は、2026年の調査結果によると、70.4%の企業が65.2%の企業よりも高く、58%の企業が58%の企業よりも高く評価された。



図表4: 調査対象企業の数と性別の割合

調査対象企業は、200社以上の企業を対象とし、CPM（コスト・パフォーマンス・インデックス）を算出するために、 $\times 5$ の重み付けを施したCPMを算出した。

- 調査: 調査対象企業の数と性別の割合
- 調査対象企業: 調査対象企業DM（デジタルマーケティング）を算出するために、DM（デジタルマーケティング）を算出した。
- 調査対象企業: 調査対象企業DM（デジタルマーケティング）を算出するために、DM（デジタルマーケティング）を算出した。

調査対象企業3社のCPM（コスト・パフォーマンス・インデックス）を算出するために、CPM（コスト・パフォーマンス・インデックス）を算出した。調査対象企業DM（デジタルマーケティング）を算出するために、DM（デジタルマーケティング）を算出した。

Figure 5: Packaging Design Process

The packaging design process is a multi-step journey that begins with understanding the product and its target market. It involves creating a unique brand identity, selecting appropriate materials, and ensuring the design is functional and aesthetically pleasing. The process concludes with prototyping and final production, leading to a successful market launch.

The process starts with defining the product's purpose and target audience. Key considerations include the product's function, its value proposition, and the needs of the target market. This leads to the selection of a packaging type (e.g., box, bag, can) and the choice of materials. The design phase involves creating a visual identity that reflects the brand and communicates the product's benefits. The process then moves to prototyping and testing, followed by final production and distribution.

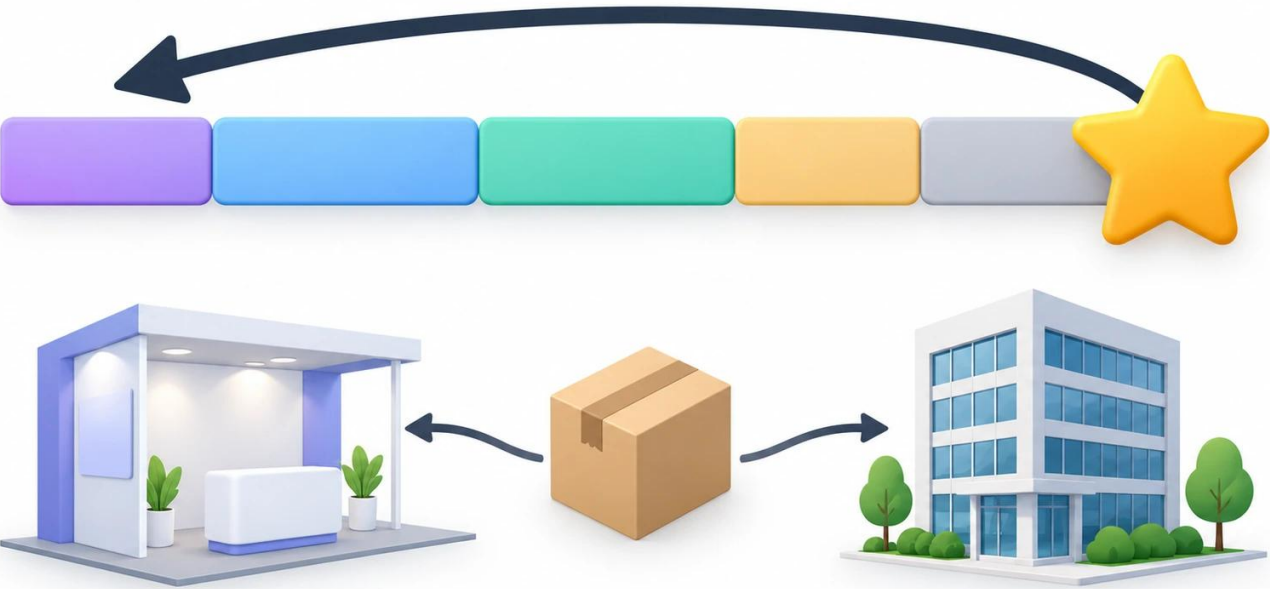


Figure 6: Packaging Design Process

The packaging design process is a multi-step journey that begins with understanding the product and its target market. It involves creating a unique brand identity, selecting appropriate materials, and ensuring the design is functional and aesthetically pleasing. The process concludes with prototyping and final production, leading to a successful market launch.

Step	Objective	Key Considerations	Tools & Materials	Timeline	Output	Notes
1. Define Product & Market	Understand the product and its target audience.	Product function, value proposition, target market needs.	Product samples, market research data.	1-2 weeks	Product brief, target audience profile.	Foundation for all subsequent steps.
2. Select Packaging Type & Materials	Choose the right packaging type and materials.	Product protection, sustainability, cost, brand identity.	Material samples, packaging prototypes.	1-2 weeks	Material selection, packaging prototype.	DM (Design Manifesto) and URL (Unique Brand Identity) are key considerations.
3. Create Visual Identity	Develop a unique brand identity.	Brand values, target audience preferences, market trends.	Design software, brand guidelines.	2-3 weeks	Brand guidelines, visual identity elements.	CoC (Creative Commons) license may apply.
4. Prototype & Test	Test the packaging design and materials.	Functionality, durability, user experience.	Prototyping tools, testing equipment.	1-2 weeks	Functional prototype, test results.	15-20% of the total cost is typically allocated to prototyping.
5. Final Production & Distribution	Produce the final packaging and distribute it.	Production volume, distribution channels, logistics.	Production facilities, distribution network.	1-2 weeks	Final production, distribution.	Packaging Strategies 2025 [10] DM (Design Manifesto) and URL (Unique Brand Identity) are key considerations.

The packaging design process is a multi-step journey that begins with understanding the product and its target market. It involves creating a unique brand identity, selecting appropriate materials, and ensuring the design is functional and aesthetically pleasing. The process concludes with prototyping and final production, leading to a successful market launch.

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DM

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DM: 活用は、ASI2026の開催を機に、Post-it

活用は、ASI2026の開催を機に、Post-it® 3M

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DM: 活用は、ASI2026の開催を機に、FSC

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