

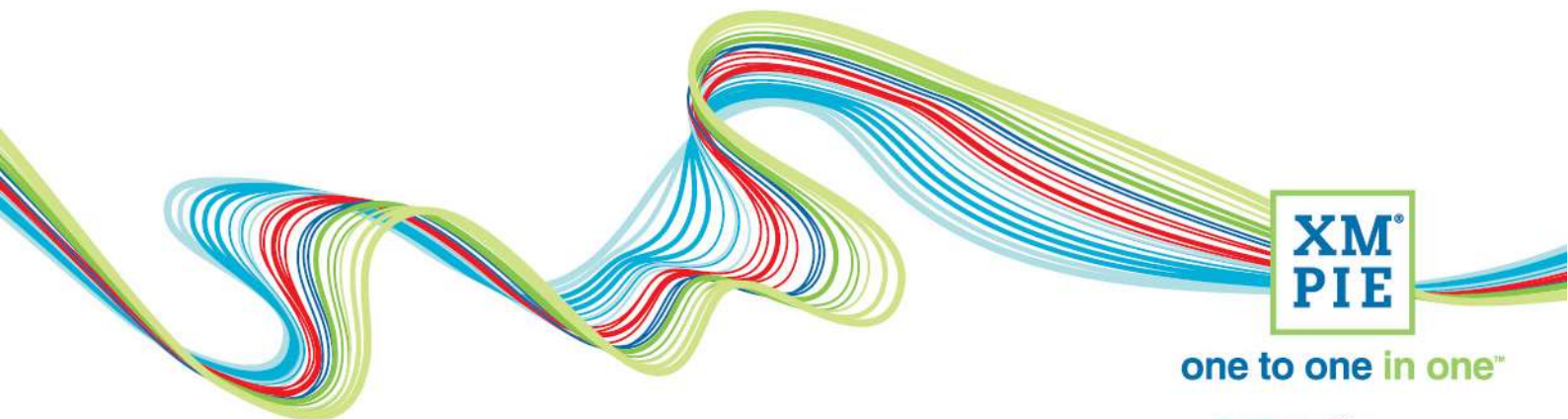
# XMPie StoreFlow Training

## Transcript for: 3D labels and packaging - Getting started

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Software version: v12

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## Voice over script

Hi. Welcome to XMPie.

This series of videos will introduce the new 3D labels and packaging product type introduced in uStore version 12.

The 3D packaging feature allows the creation of all kinds of products, including boxes, jars, bottles, cans, tubes, pouches, packets, and much more.

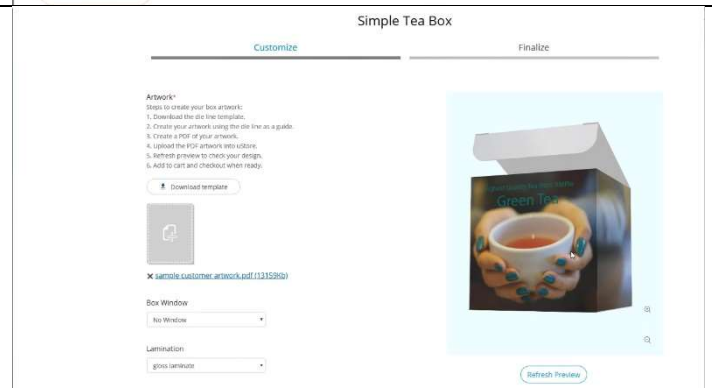
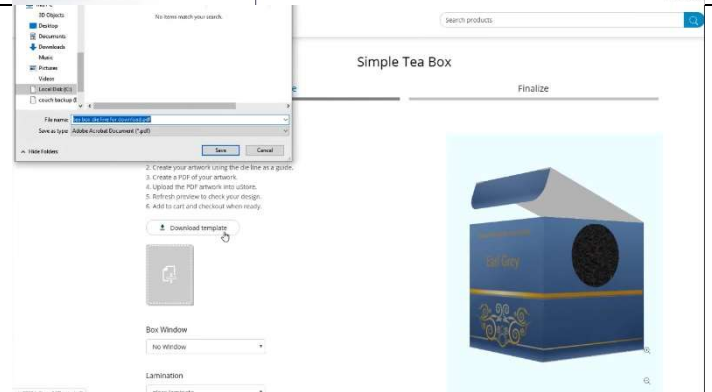
The store administrator can configure the products to allow the customer to download a die line,

create their own artwork,

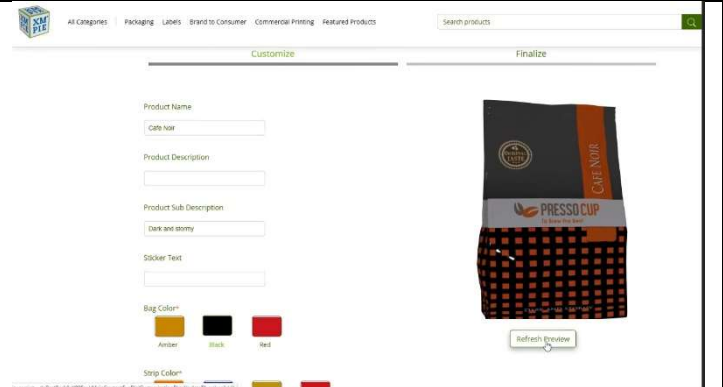
and upload it to see a finished product preview in 3D.

The customer can also customize the selection of package features like cut-out windows or the type of lamination on this product.

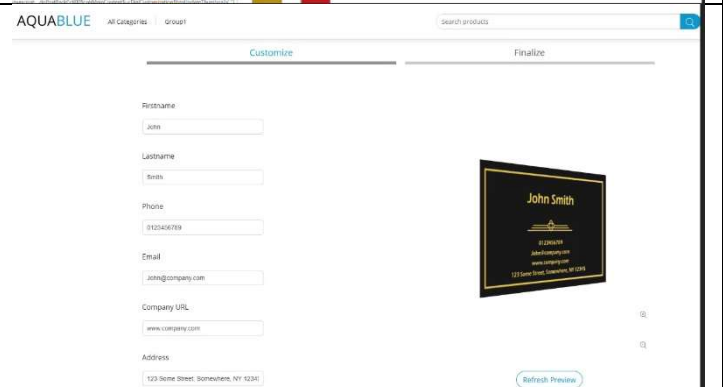
## Thumbnail



Alternatively, it is possible to enforce more strict corporate branding, but allow customization of text, images, or colors for new or small batch products.



Even if your print room is not offering packaging products, this feature can also be used to demonstrate special metallic inks, foils or UV varnish.



Or to animate complex folds to help customers understand how the finished item will appear



If you would like to experience these kinds of products, you can visit <http://kiosk.xmpie.com> and visit the label and packaging store.



On the technical side, to create a packaging or 3D product, you need to create a 3D model in Collada (.dae or .zae) format.

There are several software packages that can help create the model – for example, iC3D, Esko, Blender or Origami.

In addition to understanding the basics of 3D modelling and rendering, you will need to be able to create normal dynamic print documents for uStore.

**XMPie StoreFlow Training**  
3D labels and packaging product type overview

- 3D requirements
  - 3D model in Collada (.dae or .zae)
- Tools:
  - Origami (Illustrator plugin)
  - Blender
  - Esko
- Skills:
  - XMPie Dynamic products
  - Basic 3D modelling & rendering concepts

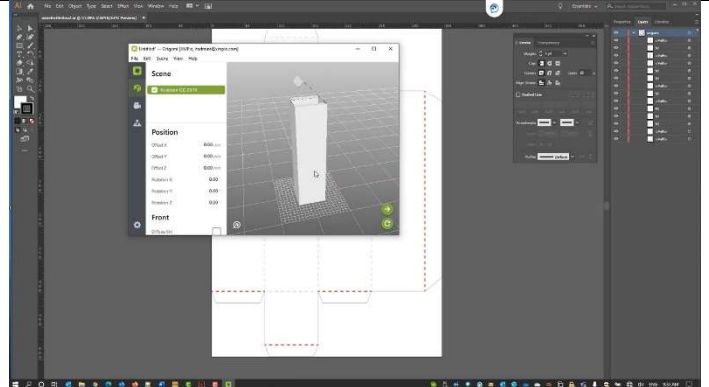
The level of skill needed to create the 3D model depends on the type of products you want to create.

### XMPie StoreFlow Training

3D labels and packaging  
product type overview

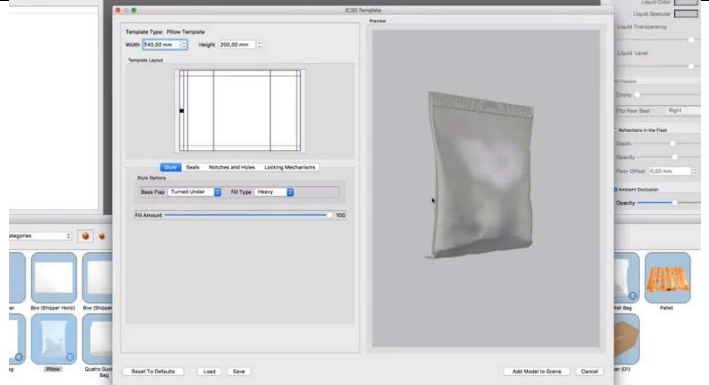
- 3D modeling skills:
  - Boxes/cartons
    - Illustrator + Origami
    - **Simple!**
  - Flexible packets / pouches
    - iC3D, Esko or similar
    - **Intermediate!**
  - Jar, bottle, can, tube, others
    - iC3D, Esko or similar
    - **Advanced!**

For boxes or cartons, it is quite simple for a graphic designer, who is familiar with Illustrator, to use an Illustrator plugin called Origami. This plugin is inexpensive and easily converts a flat die line with folds and cuts into the required 3D model for uStore with little to no 3D modelling experience needed.

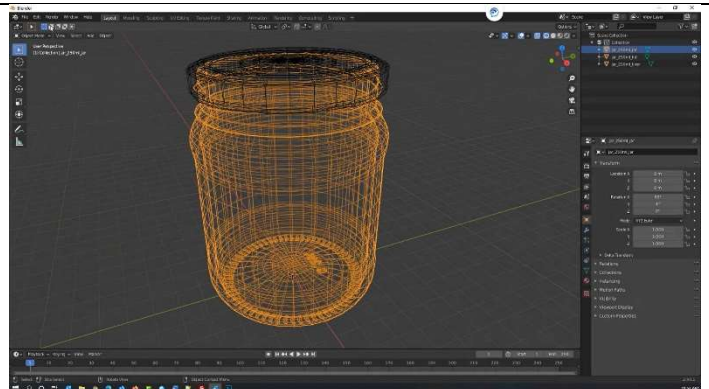


For other types of packaging, you will need 3D modelling software. Now, the important thing is to be able to create the model the correct size or dimensions for the actual package or label that you need to print. Because of this, the solution you need will fall into one of two categories:

For flexible packaging or pouches, iC3D is a 3D modeling application that provides a nice user interface that can create flexible packages in any size. In this case, the 3D modelling skills needed are lower. But, you still need to know how to use the iC3D application, so some additional software and knowledge is required.




For jars, bottles, tubes, cans and other product shapes, you might be lucky that your end customer has a 3D model of their product that you can use, or you might be able to find an inexpensive 3D model from a website like Turbo Squid. But, the chances are pretty low that the model will be the right size for your customer's jar or bottle, or have the right size label. So, inevitably, you will need to pay a 3D designer to adjust the model to suit.





In general, 3D modelling is a specialist skill that you cannot easily transfer graphic design application skills from Photoshop and Illustrator into 3D modelling applications.



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The following videos in this series will step you through the process of creating and customizing several different types of packaging products.



Creating and managing product profiles  
Adding upload/composite products  
Creating dynamic product templates  
Adding dynamic products  
Creating and adding uEdit products  
**3D and packaging products**  
▶ Labels and packaging 3D product type overview 2m 16s  
▶ Creating a die line and 3D model for a simple box product 11m 36s  
▶ Creating an InDesign document for the 3D preview 4m 25s  
▶ Creating the 3D product in uStore admin 6m 56s  
▶ Advanced 3D Configuration 15m 35s  
▶ Pricing 3D Products 5m 33s  
▶ Using 3D preview for Iridesse metallic toners 13m 38s  
~~▶ Creating kit products~~  
Managing orders and reports

If you can only see this one overview video, you will need to login to access all the additional training content.

## XMPie StoreFlow Training

You are not logged in! To view all available content, please [Login](#).

[Course info](#) [Module info](#) [Course outline](#)

Introduction / Welcome

Customer experience

uStore NG Themes

3D and packaging products

▶ Labels and packaging 3D product type overview 2m 16s

Creating kit products