Agency packaging, e-commerce & digital publishing

Lyon (69006), France

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Square is a prémédia packaging and digital publishing agency. We help brands à streamline their packaging and marketing communication processes. We believe that a fluid organization and exacute;cution of the graphic chaîne are the key to the performance of the brand, à both on the shelves and on the drives. Starting from a datacentric vision of our métier, we have automated the packaging extension: amélimposing the quality, we limit the loops with our customers, thus accélélérant;rant;their time to market and réduisant leur coût. Beyond the packaging, we produce 3D visuals and Mobile Ready Hero Images based on the GS1 Guidelines.

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- Packaging: création, déclinaison, exécution, prépresse
- Packshot 3D
- Mobile Ready Hero Images
- Offer of DAM mutualisé (Digital Asset Management) and packaging workflows
- Digital Publishing: commercial arguments, brochures, enriched pdf, catalogues
- Réalisation of Content App (internal & external communication ...)
- Réalisation of accessible pdf (obligation légale for your public documents)

Nouveaux standards

QR code augmenté GS1

Company's information

Year of foundation : 1979
Company size : PME < à 250 personnes

Target audience

All sectors
DIW / building
Jewelry, watchmaking
Logistic and transport
Textile
Technical Industries
Cosmetics

E-commerce
Home furnishing
Food-service
Leisure
Fresh products
Healthcare
Mass market products
Wines and spirits

Strengths

Assets 1 : Automatisation packaging (qualité)
Assets 2 : Digital publishing accessible
Assets 3 : Hero images pour e-commerce

Target audience

All sizes companies

Activities of software publishers / integraters

PIM / BIM product information management

Prestations

Communication agency
Digital advertising

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