

Agency packaging, e-commerce & digital publishing

Lyon (69006), France



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Square is a premium packaging and digital publishing agency. We help brands to streamline their packaging and marketing communication processes. We believe that a fluid organization and execution of the graphic chain are the key to the performance of the brand, both on the shelves and on the drives. Starting from a datacentric vision of our métier, we have automated the packaging extension: imposing the quality, we limit the loops with our customers, thus accelerating their time to market and reducing their costs. Beyond the packaging, we produce 3D visuals and Mobile Ready Hero Images based on the GS1 Guidelines.

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- Packaging: creation, declinaison, execution, prepress
- Packshot 3D
- Mobile Ready Hero Images
- Offer of DAM mutualisé (Digital Asset Management) and packaging workflows
- Digital Publishing: commercial arguments, brochures, enriched pdf, catalogues
- Realisation of Content App (internal & external communication ...)
- Realisation 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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