

Morel demonstrates its vision of glasses with the PackshotCreator creative workstation

Paris, September 16th, 2009 – Internationally recognized glasses designer, Morel bases its success on its brand identity and its coherent communication strategy. For two years, the company has relied on the performance of the PackshotCreator digital creative workstation to create product pictures. An innovative use which meets two requirements: being more responsive to market and self-sufficient regarding its communication.

Morel, French optical designer, is listed in the long tradition of optics manufacturing. Its coherent and differentiated communication strategy is central to its notoriety. Wishing to appropriate the entire process of creating product visuals, the company has adopted a customized PackshotCreator Mini 3D digital creative workstation in-house. *“We were previously appealing to an external provider but we had problems with the image transmission and pictures didn’t always correspond to our graphic chart. Today, we have completely mastered the visual creation chain,”* declared Amélie Morel Martin, Communication Director at Morel.

The acquisition responded also to the company’s will to show its products in all formats (Web, print, etc.): *“We use our PackshotCreator photo studio almost every day. It allows us to create all our product pictures which we can then publish to our website as well as our paper catalog. It is also effective for our advertising campaigns as well as to harmonize pictures available in our press kits,”* explained Amélie Morel Martin, who has initiated the acquisition of the first company’s PackshotCreator creative workstation.

PackshotCreator Mini 3D is now inescapable within the communication department at Morel. The two prevailing goals behind the intensive use of this automatic system were to conquer new markets and develop customer loyalty. A strategy requiring the very high quality visuals generated by PackshotCreator. *“Our needs for quality product pictures are important. We wish to rely on perfect visuals while being responsive in our communication. Product lifetime in the fashion world is very short,”* continued Amélie Morel Martin.



About 70% of its commercial activity is dedicated to exports. As a consequence coherence and unity are top priorities for their communication. Indeed their digital creative workstation with consistent lighting conditions allows them to provide a homogenized and standardized rendering no matter the visual envisioned. The company’s chart defined by the Morel Communication Team includes capturing the glasses at a ¾ angle. Such a positioning is made possible by the optimized architecture of the lightbox of the PackshotCreator Mini 3D. *“Beyond visual quality and optimal lighting conditions, PackshotCreator allows us a real coherence to angle shooting. All our products are taken from the same angle, whether for web or paper use,”* added Amélie Morel Martin.

To date, nearly 2,100 references have been shot with the innovative creative workstation. During the first 2 years of use of the system, the Morel Team noticed the perfect homogenous visual results provided by the PackshotCreator Mini 3D. All catalogs edited during that period (in web or print format) benefited from the uniform pictures. All series were harmonized and all product visuals once created were then reused for the launching of new catalogs. With one major advantage: the team had not to

take new pictures of products already shot in order to dispose of visuals well-adapted to the new project.

In addition to its brand communication, Morel was able to fully exploit the capabilities of the PackshotCreator Mini 3D. This innovative solution is also used for quality control within Morel's Design Center. *"Teams with responsibilities as varied as the Collections Development to Press Relations use the creative workstation daily,"* specified Amélie Morel Martin. Fifteen employees (designers, Communication Directors, etc.) now have access to the digital creative workstation, *"without even having to provide specific training,"* she concluded.

Morel and PackshotCreator will present themselves at SILMO which will take place in Paris at the Porte de Versailles from September 17th to 20th, 2009. PackshotCreator Stand: Pavillon 1, Aisle J, N# 67.

Visuals available on demand

About Morel

In the competitive market, Morel positions itself as a family company, international recognized in the optics market. With significant resources in terms of marketing and creations, it has a Design Center, entirely dedicated to the development of its collections and communication; it has imposed its own brand through an atypical approach. Combined under a single production site in Morbier, it manufactures and distributes its products from a centralized inventory in the world.

www.morel-france.com

About PackshotCreator

Created in 2001, PackshotCreator designs, develops and markets a range of photo creative workstations for companies. The PackshotCreator concept, requiring 3 years of R&D, is protected by 14 international patents. This space-saving photo studio connects directly to a PC and produces infinite professional-quality product photos and 360° animations. The key to the solution is the intuitive software interface, which allows users to easily take instant photos and manage pictures (editing, emailing, commenting, printing...)

PackshotCreator is designed for non-expert users and responds perfectly to every company's product communication needs: Marketing & Communication, Web (Multimedia, E-commerce), R&D, Production, Quality Control, Archives...

The PackshotCreator range boasts over 2 000 users worldwide in 35 countries, including such industry leaders as Essilor, Grand Optical, Optic 2000, Henry Jullien, Morel, Cristaflor ou encore Optical Center pour la France, Art in Vision pour l'Allemagne ou encore L.S Optikal en Italie.

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