

# PackFlash®

## Validate Pack Designs Online in a Flash

**PackFlash is an easy-to-use online tool for pack design validation, which provides actionable, behaviorally based answers to your specific business questions within days.**

Derived from our proprietary behavioral framework, our decades of category experience and our extensive database of pack and shelf designs, the PackFlash® offering includes:

- Focused and clear-cut fully automated reporting
- Quick and easy validations of pack for physical as well as digital retail
- A tiered pricing model to deliver maximum flexibility and “fit for purpose” validation measurement options across a range of factors within your criteria:
  - PackFlash Core:** fully standardized online solution for maximum speed
  - PackFlash Plus:** standardized online solution with room for custom elements and questions
  - PackFlash 360:** fully customizable online solution to answer your specific business questions

To learn more, contact a Behaviorally pack expert today.

Drive shopper growth