

## INSTAX PACK DESIGN PRINCIPLES

CURRENT



FUTURE



WORK IN PROGRESS EXAMPLE ONLY

# INSTAX CURRENT PACKAGING



Mini 8



Mini 70



Mini 90

Wide



Share



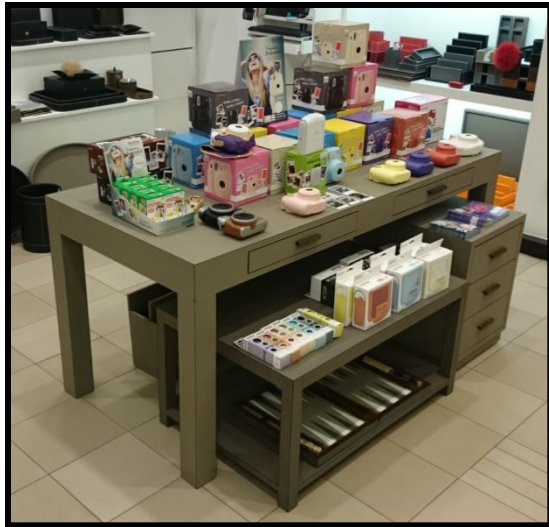
Occassion

Accessories

Film







- First contact on Tendence Fair in Frankfurt
- Listing of all Instax Products and Accessories
  - Placement in the Store
- Education/Motivation of Sales Staff last week
- Starting with very succesful Christmas sales

## Successful promotional Repacks for seasonal occasions or customized activities



**d) Continue to develop bundles pack :**

**Additional Net Sales / Dynamic brand / Good for PR and promotion**

**FY 2015 Bundle Packs**

**“Weeding”  
bundle pack**



**« Frozen »  
bundle pack**



**“Baby Shower”  
Bundle pack**



**“Party”  
bundle pack**





## Instax – Imaging Business

FY 2015 TOP Success!



My Instax  
DÉCO BOX



2015 Christmas bundle packs :



## New Bundles Packs For FY2016

**“Summer”  
bundle pack**



**“Elite Model”  
bundle pack**



**NEW “Christmas”  
bundle pack**



**FY16 NEWS => Bundle packs with Films + Accessories**

**Sell more films / show news Instax photo uses around DIY**

**“Tree” bundle pack**



**“Clock” bundle pack  
(in process)**





## Develop POP Material in store :

Improve purchases of pulses and gain visibility in store!

**“Box”  
Display for Camera**



Hypermarket

**“Counter”  
Display for Camera**



Photo Retailers

**“Column”  
Display for Film**



New points of sale

**“Counter”  
Display for Album**



Photo retailers

# Packaging & POS FY15



**FUJIFILM**  
**instax**