

WK360

Where brands become physical, and control matters most

Packaging showcase



Clarity at scale

Packaging is one of the most direct ways people experience a brand. On shelf, online and in hand, it carries expectation, trust and recognition.

For consumer brands, packaging now operates under constant pressure. Ranges expand. Variants multiply. Regulations evolve. E-commerce and mobile sit alongside physical shelf presence.

Across every format, market and channel, packaging must remain accurate, consistent and unmistakably on brand, not once, but repeatedly.

WK360 exists to protect that moment.

We translate brand thinking into packaging that works in the real world, governed, controlled and delivered at scale, even as complexity increases.





The challenge

For established brands, packaging is rarely straightforward.

As portfolios grow and markets diversify, every change must be delivered accurately, quickly and consistently. What appears online must match what reaches shelf. Regulatory requirements add further layers of scrutiny. Approval cycles lengthen. The margin for error narrows.

When packaging systems struggle to keep pace, the impact is immediate.

Errors appear. Rework increases. Confidence drops. Teams slow down as risk replaces momentum.

The challenge is not creative ambition. It is maintaining brand integrity, accuracy and control as volume and complexity increase.

How WK360 helps

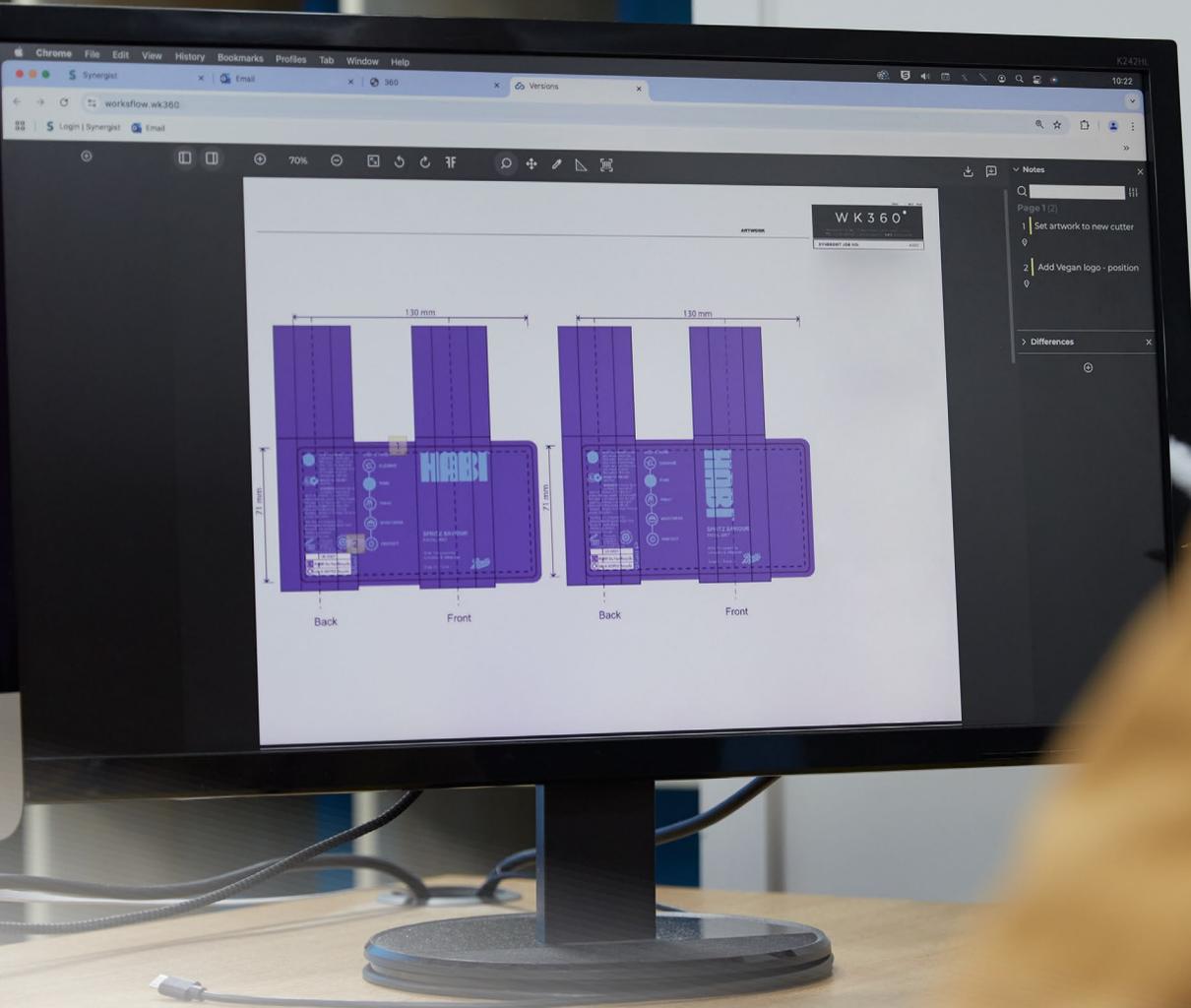
WK360 supports brands across the full packaging journey, from creative intent through to production-ready delivery, with accountability built in at every stage.

Our packaging artwork and execution capability brings together creative understanding, technical rigour and structured governance. We take responsibility for artwork, approvals, premedia and production-ready files, ensuring packaging remains consistent, accurate and recognisable wherever it appears.

Through defined workflows, clear approval structures and a single source of truth, we reduce risk, remove friction and help teams stay in control, even as ranges, variants and markets grow.

"...artworks are mocked up with precision, with attention to detail and active problem solving at times, in order to adhere to regs and pack dimensions."





Orbit-powered packaging workflows

Behind every packaging project is Orbit - WK360's workflow and approval platform. Orbit centralises briefs, manages artwork versions, and controls approvals across teams, markets and stakeholders.

This ensures every pack progresses through the same structured process - with full visibility, audit trails and confidence that only approved, production-ready artwork moves forward.

The Boots logo is written in a white, elegant cursive script.

Packaging at scale

WK360 works as a long-term packaging partner, managing end-to-end packaging artwork and execution at scale. From briefing and approvals through to repro, mock-ups and production-ready files, responsibility is clear and governance is built in.

By introducing structured workflows and a single source of truth, updates move faster, rework is reduced and teams operate with confidence, even as complexity and volume increase.

"I love working with WK, they are always helpful & a pleasure to deal with."







"Artworking is crucial for our business,
WK360 plays **an important role for us.**"

PENHALIGON'S

EST. LONDON 1870

Packaging as brand expression

For luxury brands, packaging is part of the product.

For Penhaligon's, packaging must reflect craftsmanship, heritage and attention to detail, visually and physically. Substrates, finishes and print techniques are not decoration, they define the brand experience.

WK360 ensures creative intent is realised faithfully in production. By managing artwork, premedia and technical detail behind the scenes, we protect brand integrity while ensuring every pack feels considered, premium and unmistakably Penhaligon's.





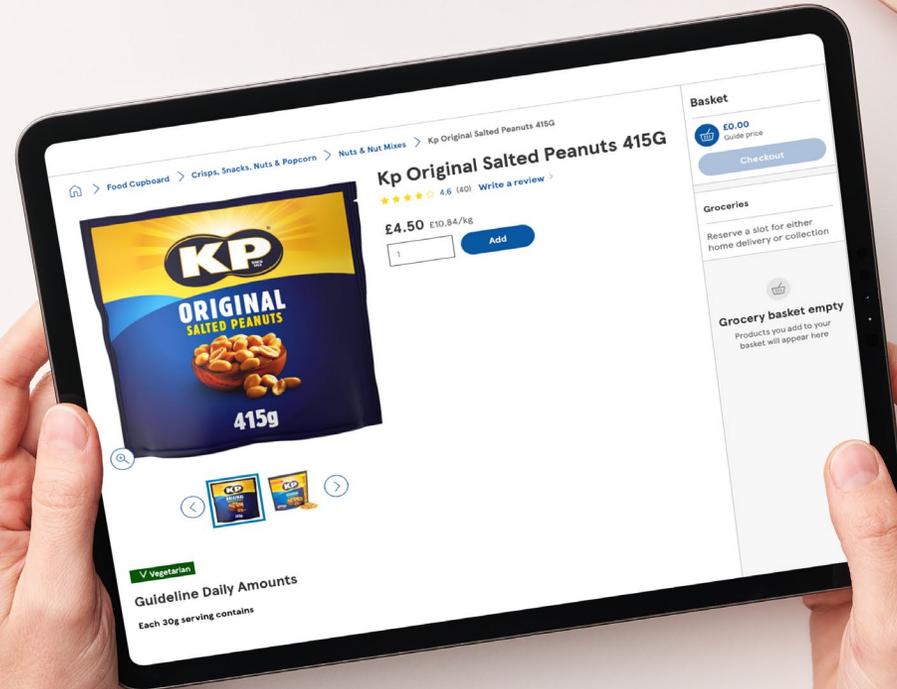


Packaging in a digital first world

For FMCG brands like KP, packaging must perform across shelf and screen.

It needs to stand out in store while remaining instantly recognisable on mobile, e-commerce listings and retailer platforms. Inconsistency across channels creates confusion and risk.

WK360 manages packaging artwork alongside optimised digital pack imagery, treating packaging as a connected system rather than a single output. From physical packs through to Brandbank-ready assets, consistency, clarity and accuracy are maintained wherever the brand appears.





"We rely on WK360 for the timely creation and **easily accessible** storage of pack renders."



The outcome

When packaging artwork and execution are governed properly, the impact is felt far beyond launch.

With WK360, brands achieve:

Faster packaging updates and rollouts

Clear workflows and approval structures reduce delays, bottlenecks and last-minute firefighting.

Fewer errors and less rework

Structured artwork management prevents costly mistakes before they reach print or shelf.

Consistent brand expression at scale

As ranges, variants and markets grow, packaging remains accurate, recognisable and on brand.

Greater confidence across teams

Marketing, packaging and procurement work from a single source of truth, with clarity over versions, approvals and status.

Built-in compliance and governance

Regulatory requirements and technical constraints are managed as part of the process, not added at the end.

Packaging becomes a strength that supports growth, not a pressure point that slows it down.



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Marketing Imagery Packaging

Launch fast
Launch at scale
Launch with ease

Always on brand.