
En Route invests in design studio

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[En Route](#) has launched a cutting edge creative design studio aiming to support the growth of its business operations.

The studio, based in Windsor, UK, will enable the food and service solution company to create designs and mock-ups that look as close to the final product as possible.

By further strengthening its creative design process, En Route can swiftly attend to queries from all over the world while developing its products with the levels of speed and flexibility that are crucial requirements for the onboard market.

The services being offered in the studio include high-quality product prototypes; printing on almost any substrate; accurate machine-made packaging mock-ups; multiple material finishing opportunities; comprehensive testing of product performance; high-quality food styling and photography and videography and editing.

En Route has made a significant investment in cutting edge equipment that will be vital to the fast delivery of services, such as a new high-quality wide format printer and a new CAD cutting and creasing machine.

New photography kit, including dedicated lighting for food and product still photography and videos, has been installed alongside an exclusive computer network that will manage the printing and cutting equipment. The network will also be used to run post-production for the studio's photography and video projects.

The company has also invested in up-skilling its creative team members through a series of training programs.

Richard Wake, creative and marketing director, En Route, stated in a release: "Creativity is a cornerstone of En Route's service, and we have always been an innovator in our industry. As such, It was paramount for us to be able to test new concepts along with our New Product Development team to make sure that any new innovations are relevant for our market and perform perfectly. Our creative design studio enables us to do this with the levels of speed and flexibility that are absolutely crucial to our customers."