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(54) Title: APPARATUS AND METHOD FOR PROVIDING A CONTAINER WITH A CUSTOMIZED DESIGN

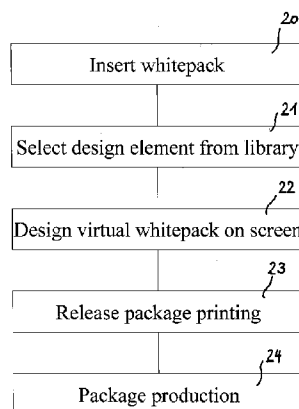


Fig. 4

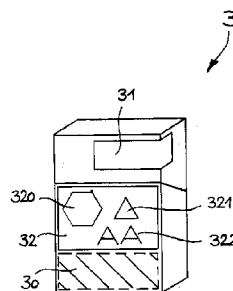


Fig. 14

(57) Abstract: An apparatus for providing a container (3) having at least one surface with a customized design, comprises: a memory containing at least one set of data comprising a plurality of design elements (320, 321, 322); a user interface (10) comprising interface means and display means enabling the consumer to interact with the apparatus to allow the generation of a customized design of at least one surface of a virtual whitepack through selection and placement of at least one of the design elements (320, 321, 322) and through visual representation of the selected at least one design element (320, 321, 322) on the at least one surface of the virtual whitepack, an application unit (13) for applying the customized design of the at least one surface of the virtual whitepack to at least one surface of a whitepack (4) so as to obtain the container (3) having the at least one surface with the customized design, and a logic control unit (12) to which the memory, the user interface and the application unit are connected.