



# Create 3D assets with a 2D skillset using the Adobe Substance 3D Collection.

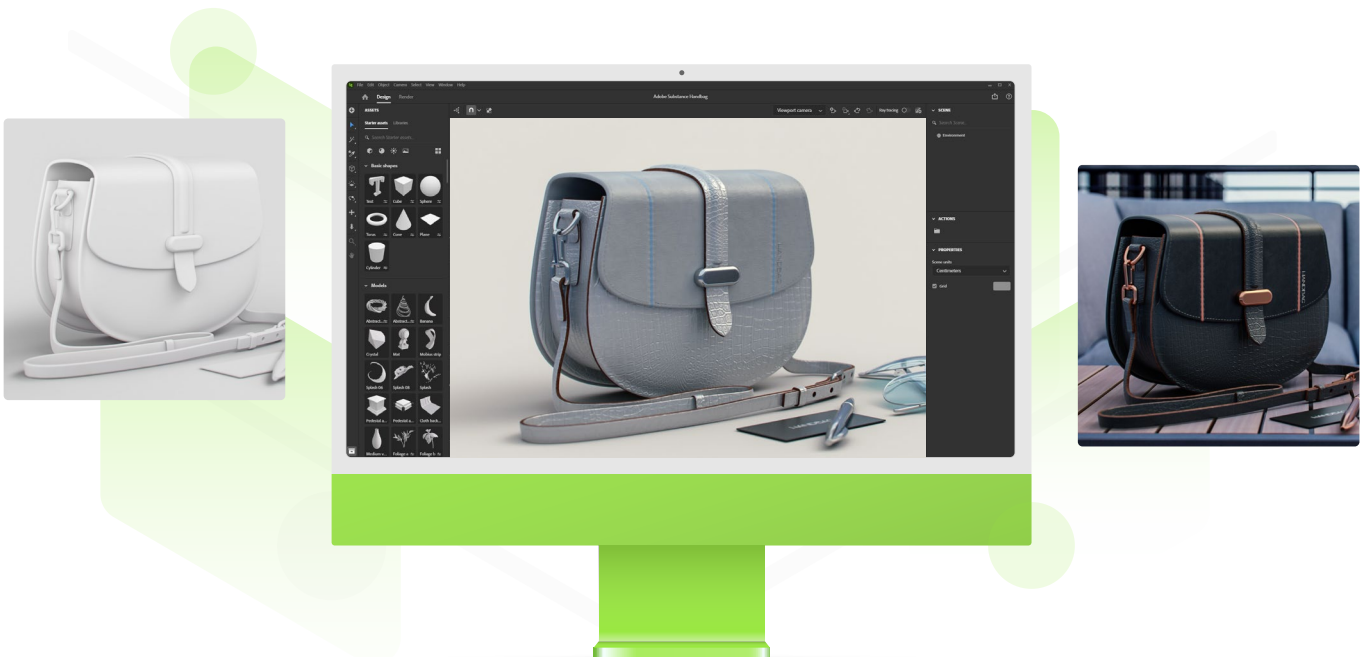
Demand for digital content is exploding.

According to a [2020 study by Forrester and Adobe](#), 81% of creative professionals believe customers demand custom content now more than ever. As a graphic designer, you and your team are faced with enormous pressure to produce production-ready content at previously unthinkable speeds—without sacrificing quality. Scaling to meet your organization's content needs becomes even more challenging when you're representing real-world products, packaging, and settings.

To thrive in today's fast-paced digital environment, you and your team need a solution that will allow you to access the creative freedom and efficiency of a 3D-powered workflow using the design skills and experience you already have.

## The solution.

The **Adobe Substance 3D Collection** is the first 3D ecosystem tailored to 2D graphic designers. Together with a library of production-quality assets, it combines 3D design, texturing, and composition apps to empower designers across industries and backgrounds to create fully customized realistic graphics at breathtaking speeds.



# Create photorealistic assets with an intuitive 3D design ecosystem.

## The Adobe Substance 3D Collection allows you to:






- **Apply the expertise you already have** thanks to a user experience and interface that mirrors those found in popular 2D design tools, including Adobe Photoshop and Illustrator.
- **Streamline the feedback process** with your creative team and cross-functional stakeholders with the help of photorealistic renders.
- **Elevate your designs** with a robust library of royalty-free 3D assets—including models, materials, textures, lighting, and more.
- **Integrate your workflow** with other Adobe Creative Cloud apps to cut back on toggling between platforms and screens.
- **Experiment freely** knowing all your changes are non-destructive, whether you're mixing and matching materials or staging 3D models to create compositions with depth.
- **Ideate and iterate at warp speed** with real-time rendering that allows you to view any changes to your 3D designs as you work.
- **Boost content velocity** by quickly swapping assets in and out of your compositions for a diverse portfolio tailored to individual campaigns.

“ The Substance 3D Collection is just the latest example of how Adobe innovates. By making 3D design more accessible, Adobe opens up new digital playgrounds where we can explore designs for new products and markets.

Rapha Abreu  
Global Vice President of Design,  
Coca-Cola Company\*

Designers at Coca-Cola used the Adobe Substance 3D Collection to replace their traditional packaging design workflow with one that was fully digital. In doing so, they were able to go from creative brief to 12 different beverage design concepts—complete with accompanying digital assets—in less than a week.

# Tap the power of a fully integrated, end-to-end 3D visualization workflow.

-  **Adobe Substance 3D Painter**  
Paint life into your 3D models with the industry-leading texturing app. With a familiar layer-based interface and non-destructive filters and effects, Painter lets you achieve the look you want.
-  **Adobe Substance 3D Stager**  
Build and assemble 3D scenes in this virtual photography studio. Set up assets, materials, lights, and cameras. Export and share media, from images to web and AR experiences.
-  **Adobe Substance 3D Sampler**  
Transform real-world pictures into 3D materials, plus combine materials and filters to create unique surfaces tailored to your design's needs. You can also create new lighting environments from 360-degree images.
-  **Adobe Substance 3D Designer**  
Design 3D materials and patterns, image filters, environment lights, and even custom models with full control and infinite possibilities.
-  **Adobe Substance 3D Assets**  
Choose from thousands of 3D models, materials, textures, lighting, backgrounds, and camera angles to quickly create and iterate photorealistic assets ranging from individual objects to entire compositions.

*Smart creative apps and an ever-growing library of production-quality assets combine in the **Adobe Substance 3D Collection** to make 3D design more approachable than ever. Easy to use and impossible to outgrow, these tools are transforming workflows for designers of all backgrounds and across industries, allowing them to create stunning content at warp speed.*

## Give your business the 3D design edge.

[Learn more](#) by visiting the Adobe Substance 3D Collection homepage.

We can also help you find a solution to fit your business.

[Request more information](#) to get started.



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