Packaging Inspiration Forum
Workshop “Packaging Management”

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April 2013
About Esko

9 of 10 Brands
Packaging is produced with Esko software

70% or more
Market share within the packaging supply chain

100% independent focus
Creating innovative packaging software
Business model

SOFTWARE

strong integration

APPLICATION SUPPORT

OPTIMIZED PERFORMANCE

EQUIPMENT SERVICE

HARDWARE

SERVICES
What makes packaging so challenging?

Complex Shapes
What makes packaging so challenging?

Wide Variety of Substrates
What makes packaging so challenging?

Specialty Inks, Brand Colors & Finishing
What makes packaging so challenging?

Cost, Time & Regulatory Pressure
What makes packaging so challenging?

How often do you change your packaging?

- At least once every 6 months: 34%
- Every 6 to 12 months: 19%
- Every 12 months to 2 years: 31%
- Every 2 years or more: 16%

Source: “Innovations in Packaging” Pan-European Survey 2012, easyFairs®
Why so many changes?

Average sales within category (%)

Line extension
(variation on existing product or service)
1.0%

Incremental innovation
(small improvement to existing product)
4.0%

Breakthrough innovation
(truly novel development in consumer value)
25.9%

What are the drivers?

Which of the following are currently driving your packaging decisions?

- Cost reduction
- Enhanced brand image
- Environmental impact
- Improved product performance
- Improved shelf standout
- Faster plant throughput
- Tamper evidence/product security
- Regulatory/legislation
- Demographics

Source: “Innovations in Packaging” Pan-European Survey 2012, easyFairs®
Is shape important?
Is color important?
Is the brand important?
It’s about the entire package!

It’s not just about Shape Color Branding...
It’s about the entire package!

Holistic design concept, coming together on the shelf

• Branded secondary & tertiary packaging
• Retail Ready Packaging
• In-Store displays, signage

Consistent brand appearance across all components regardless of design location, print location or process.
Packaging Management

1. Protect Brand Equity
2. Manage Regulatory Content
3. Drive Packaging Innovation
Protecting Brand Equity
Protecting Brand Equity

Brand Equity

- Expensive to build
- Critically important to protect
- Challenging to maintain

What makes it so hard?

- Many actors to keep aligned
- Exploding number of assets
- Manual workflows
Align your stakeholders

Brand Manager

Packaging Suppliers

Marketing

Legal/Regulatory Compliance

Design Agency

Packaging Engineer

PACKAGING INSPIRATION FORUM
Support effective communication

Are you “pushing paper”?
- Examples: Routing of documents, specifications and proofs
- Without an audit trail, it’s not visible and no one is accountable
- Just because it’s email, doesn’t mean it’s effective
EFI bedient die Druckindustrie in drei Hauptgeschäftsbereichen

**Industrieller Inkjetdruck**
Digitale Drucksysteme
- Groß- und Supergroßformat (Innen / Außen)
- Etiketten- und Verpackungsdruck
- Keramischer Inkjetdruck
- UV-Tinte

**Fiery**
Druckserver und -workflow
- Macht Digitaldruck erst möglich
- Farbmanagement (Best-Proofing)
- Variabler Datendruck
- Produktivitätssteigerung
- Mobiles Drucken

**Productivity Software**
Automatisierung von Geschäftsabläufen
- MIS/ERP
- Web-to-Print
Optimierung von Management & Produktion

MIS/ERP

BIZNÉSS INTELLIGE Ensemble

ZENTRALISIERTER DATENBANK

INTEGRATION

Verbindlichkeits- & Hauptbuch
Kostenberechnung
Auftrag
Bestandsverwaltung
Rechnungen & Forderungen
Finanzbuchhaltung
Phone Apps
Remote Business Desktops
Mailing & Versand
Barcodes
Bestandsaufnahme
Direkte Maschinenanschnittstelle
Kalkulation & Preisangebot
Bestellaufnahme & Kontrolle
Visuelle Planung/Layout
Dynamische Fertigungsplanung
Verarbeitungslisten & Datensammlung
CRM/Apps
Web-to-Print
Online Order /Batch
Kalkulation & Preisangebot
Bestellaufnahme & Kontrolle
Visuelle Planung/Layout
Dynamische Fertigungsplanung
Verarbeitungslisten & Datensammlung

MULTI-UNTERNEHMEN • MULTI-ABTEILUNGEN • MULTI-SPRACHEN • MULTI-WÄHRUNGEN •
Intelligente Automatisierung in Aktion

AKQUISE  MANAGEMENT  DRUCKVORSTUFE  PRODUKTION

API

MIS/ERP

Bestell Management

KATALOG  ANFRAGE  PREIS  SPEZIFIKAT.  DATEIEN

Internet

Abwickeln  Planafel

Verwalten  Druckvorstufe

Auswerten

RIP Controller

Planung  Aufträge  Spezifikat.  DateiEN  Status  Kosten

RIP Ausgabe

Controller

Digital (Inkjet)

Digital (Toner)

Offset & Weiterverarbeitung

Internet

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Managing Regulatory Content
Managing Regulatory Content

Artwork Creation Challenges
- Increasing number of packaging artwork files
- More languages on a single package
- Keeping up-to-date with regulations

What makes it so hard?
- Many different actors supplying content
- Content supplied in a variety of formats
- Manual copy-and-paste workflow
Where are the errors?

Specifications
- Codabara
- Code 128
- Code 39
- Code 93
- Data Matrix
- EAN
- GS1 Databar
- ITF
- Code 12
- Pharmacode
- QR Code
- UPC

Technical Drawings
- 5%

Graphics
- 16%

Artwork Execution
- 19%

Copy
- 58%

The quick smart packaging expert jumped over the lazy competition.

The quick smart packaging expert jumped over the lazy competition.
But does it really happen?
How do we “manage” content?
Data-driven content: a better way
Now a GS1 global standard

Collaborative Packaging Artwork
Improving design time, quality and efficiency

Objective of the Collaborative Packaging Artwork Solution is to define a standard process for managing packaging artwork content and a standard message flow whereby artwork content in the standard format is communicated between Brands and Artwork Studios.

Manufacturers and Artwork/Print Vendors have a need to exchange information relevant to a product’s packaging. During development information is passed back and forth between the various parties, as it is extracted and reworked. Once the final version is approved then the print vendor begins production.

Through standards, there is an opportunity to reduce the time and cost of this process while increasing accuracy.

What is Packaging Artwork?
Packaging Artwork is the key consumer communications, critical as 90% of purchase decisions are made at the shelf. Information on the packaging includes graphics, logos, barcodes and textual information.

Why is there a need for standards?
- Information must be passed frequently between points and may even have to travel in different formats depending on the content recipient.
- There is the potential for errors in how the information appears or is rendered and there is often constant rework of the format.
- Each manufacturer follows different approaches usually based on region and brand, to communicate with their vendors.

The process creates a very complex environment, increasing time to market and costs, while simultaneously reducing quality.
Driving Innovative Packaging
Driving Innovative Packaging

Innovation drives profitability

What makes it so hard?
- Creativity vs. Technology
- Innovation vs. Cost
- Innovation vs. Retail Requirements
- Innovation vs. Sustainability

Can’t we all just get along?
- They don’t have to compete
- They can work together
Creativity vs. Technology

Think in 3D, design in 3D
- Packaging is a 3D world but packaging production is flat
- Translations between 2D and 3D are difficult and error-prone
Innovation vs. Retail Requirements
Innovation vs. Sustainability

Research shows that:

- Sustainability initiatives actually drive the creation of innovative solutions
- Proactively designing with sustainability in mind reduces costs

But...

- It must be a part of the design process from the very start.
Packaging Management

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Esko: End-to-End Packaging Solutions

Initiate  Dielines  3D Design  Color  Approval  Prepress  Report

WebCenter  ArtiosCAD  Studio & Store Visualizer  PantoneLIVE Color Engine  WebCenter  Kongsberg ArtPro PackEdge DeskPack  WebCenter