

SCHAWK![™]

Packaging that speaks volumes

Leading brand point management company uses eco-friendly Adobe packaging workflow featuring Esko plug-ins to deliver flexible, high-quality packaging solutions



Packaging has become the first moment of truth in retail. A visual expression of a brand, packaging provides both practical information and emotional appeal. Schawk, Inc., one of the world's leading providers of brand point management solutions, enables companies of all sizes to connect their brands with consumers to create deeper brand affinity.

Schawk helps companies create consistent and compelling brand experiences by providing integrated strategic, creative, and executional services across brand touch points throughout North America, Europe, Asia, and Australia. A key element in the delivery of these services is Adobe® software, including Adobe Illustrator® CS3, Photoshop® CS3 Extended, InDesign® CS3, and Acrobat® Professional.

Schawk uses Adobe Illustrator CS3 and Adobe Photoshop CS3 to produce packaging that connects the General Mills brand with consumers to create deeper brand affinity.



“Branding is critical to General Mills’ communication with its customers. Using Adobe Creative Suite® 3 software and EskoArtwork tools, Schawk’s production teams provide us with flexibility, quality, and overall agility in our production and creative processes.”

Cherie Handberg-Davis,
Brand design operations manager,
General Mills

A booming market

Many of the world’s biggest consumer products companies, advertising agencies, and printers rely on Schawk for innovative solutions that help them maximize their market potential and revenue. Schawk clients include traditional consumer product companies, major retail chains, pharmaceutical companies, and entertainment and media brands. These companies look to packaging design to set the tone for all other global marketing related to a particular product. Literature, websites, promotional materials, and point-of-sale displays all leverage the core packaging design or image.

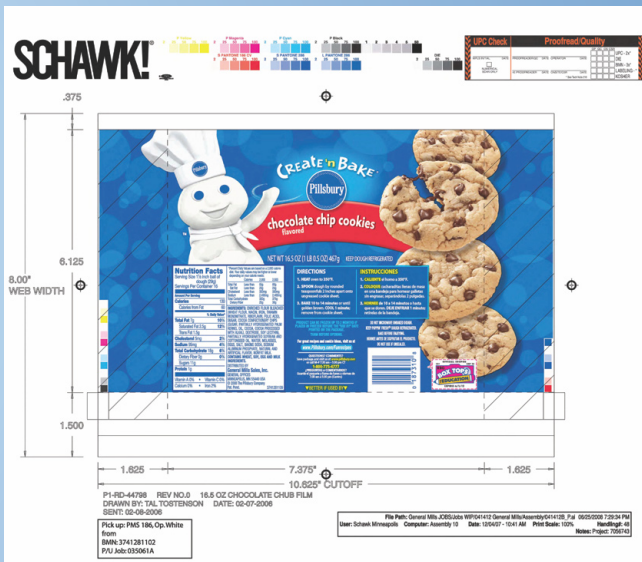
While Schawk serves a number of different industries, packaging has been Schawk’s focus for more than 50 years and remains the company’s “sweet spot.” Anthem Worldwide, a Schawk Strategic Design Company, provides branding and design solutions to many of the world’s largest consumer products companies and progressive retail grocery chains.

Additional services offered by Schawk that “surround the package,” include on-site account representation, the creation and execution of point-of-sale displays, sales and marketing materials, technology solutions that help optimize packaging development workflows, and retail marketing programs that help shoppers plan their daily and weekly shopping trips. Most page layout work is done in Adobe InDesign CS3, and the integrated Adobe workflow enables assets to be leveraged across Adobe software applications.

Adobe Illustrator CS3 helps Schawk maintain continuity between the creative and operational packaging and structural design processes and helps ensure the production of consistent, high-quality graphic images. “Adobe Illustrator CS3 is a critical path tool for the production of a large percentage of Schawk’s revenue,” explains Stephen Kaufman, chief technology officer for Schawk.

Efficient production workflow

Design agencies create packaging designs based on client specifications and deliver preliminary Adobe Illustrator CS3 artwork to Schawk. This design is then transformed from an engineering perspective. A single design or “representative SKU” is then extended out to various flavors and sizes. It is Schawk’s job to maintain the brand essence and design integrity as it moves through the engineering and manufacturing process. “Schawk takes the design file, which is a visual representation of the intended result, and uses Adobe Illustrator CS3 to create a final file that is accurate to all technical specifications and ready for print production,” explains Kaufman.



High-resolution proofs, called contract proofs, are output directly from Adobe Illustrator CS3 using calibrated inkjet technology or other high-resolution proofing systems.

Schawk uses Illustrator CS3 to adjust the design, help ensure that the content and copy are correct, and confirm that the color will work on a high-speed press. Adobe Photoshop CS3 is used for image editing and creating transparency elements, which are easily imported into Illustrator CS3. High-resolution proofs, called contract proofs, are output directly from Illustrator CS3 using calibrated inkjet technology or other high-resolution proofing systems. These proofs enable the printer, customer, and Schawk to see what a job will look like when printed at high speed.

After approving the contract proofs, the next step is to make the film or plates for the press run. In packaging design, it is important to ensure that the alignment and the information on each ink plate are correct. Accurate representation of color in Illustrator CS3, including integration with the Pantone library, is also critical to successful packaging output. Illustrator CS3 helps Schawk work through color process without damaging the creative essence of the design.

Partners in packaging

Schawk uses a number of Illustrator and Photoshop plug-ins in the EskoArtwork Software Suite 7 DeskPack. These plug-ins enhance the capabilities of Illustrator CS3 and Photoshop CS3 for design and prepress production. DeskPack design tools help Schawk generate barcodes, simulate 3D packaging onscreen, fine tune packaging designs, preview inks and separations in different ways, and add FDA requirements, such as ingredients and nutritional information.

Clients like General Mills benefit from Schawk's use of a standard versus proprietary software solution. "Branding is critical to General Mills' communication with its customers," says Cherie Handberg-Davis, brand design operations manager for General Mills. "Using Adobe Creative Suite 3 software and EskoArtwork tools, Schawk's production teams provide us with flexibility, quality, and overall agility in our production and creative processes."

By working in Illustrator as long as possible Schawk can maintain the ability to edit packaging designs further into the production process. This affords clients more time to finalize information, and can help them avoid costly changes after a job is plated. "A standard workflow, based on Adobe and EskoArtwork solutions, helps companies move information through the supply chain faster and enables Schawk to be more flexible with late-stage changes," remarks Kaufman.

Because not everyone can view Illustrator CS3 files, Schawk converts designs to Adobe Portable Document Format (PDF) files to enable people upstream or downstream in the workflow to view the designs using the free Adobe Reader® software. Schawk relies on EskoArtwork tools to create production-ready PDF files from Illustrator CS3.

Esko stepX helps Schawk output Adobe PDF files of plate designs from Illustrator CS3 that include printing production controls like color bars, sheet corner marks, center marks, and trim marks. Schawk delivers the final product in a variety of forms, including flexo plates for

Company

Schawk, Inc.

Des Plaines, Illinois

www.schawk.com

Partner

EskoArtwork

Gent, Belgium

www.esko.com

Challenges

- Use standard versus proprietary packaging solutions
- Maintain the ability to edit packaging designs further into the production process
- Support corporate environmental sustainability efforts

Solution

- Integrated packaging production workflow based on Adobe Illustrator CS3
- Esko Software Suite 7 DeskPack plug-ins for Adobe Illustrator CS3 and Photoshop CS3
- Adobe Portable Document Format (PDF) files to enable viewing of designs using Adobe Reader

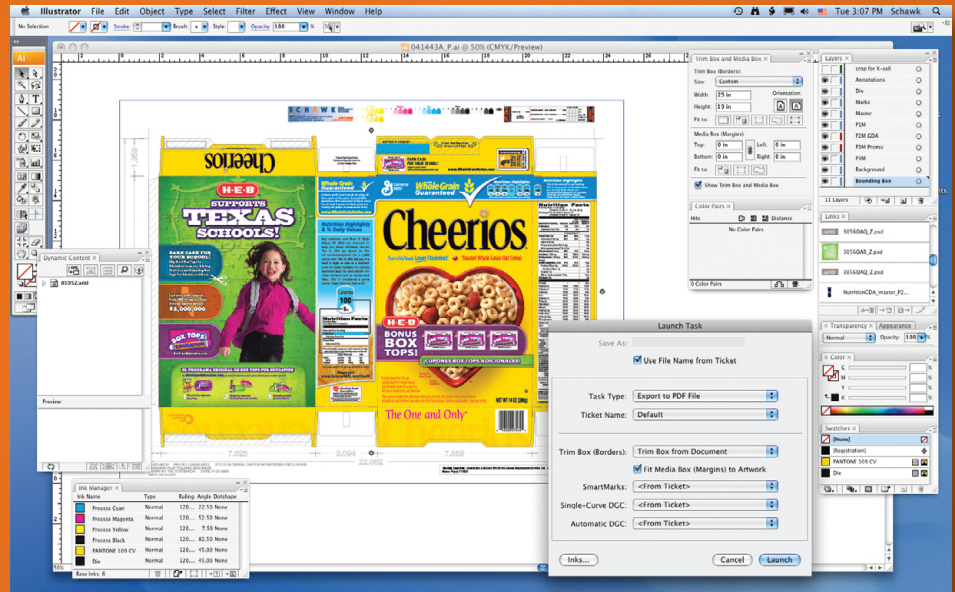
Benefits

- Maintain continuity between the creative and operational packaging design processes
- Ensure the production of consistent, high-quality graphic images
- Help clients respond quickly to changing market conditions and packaging requirements
- Reduce environmental footprint of packaging production process

Toolkit

- Adobe Illustrator CS3
- Adobe Photoshop CS3
- Adobe InDesign CS3
- Adobe Acrobat Professional
- Adobe Font Folio® 11
- Esko Software Suite 7
- Kodak Approval

Schawk uses EskoArtwork plugins for Adobe Illustrator CS3 to complete General Mills projects.



“A standard workflow, based on Adobe and EskoArtwork solutions, helps companies move information through the supply chain faster and enables Schawk to be more flexible with late-stage changes.”

Stephen Kaufman,
Chief technology officer,
Schawk, Inc.

flexible packaging, litho plates for corrugated work, or digital files sent over private networks directly to the printer for plating and printing.

Commitment to environmental sustainability

Like many packaging providers, Schawk is committed to environmental sustainability. This commitment includes a pledge to help its clients streamline their brand development workflows through better use of best practice workflows, technology, enhanced materials selection, and source reduction. The Adobe packaging workflow, enhanced by Esko Software Suite 7, is one of many ways Schawk delivers on this pledge with a streamlined, efficient, and eco-friendly workflow.

Schawk's premedia services—including its closed-loop flexographic plate-making system, its 100% electrostatic gravure cylinder-making process, and its digital engraving capabilities—all reduce the usage of chemicals and discharge of volatile solvents. Paper and substrate waste reduction is achieved through Schawk's color and print management services.

BLUE, Schawk's content lifecycle management system, enables Schawk to produce soft-proofs of client projects, which reduce paper consumption and associated transportation and delivery costs. Anthem Worldwide helps clients choose the substrates, structures, and inks that will maximize their environmental sustainability options. Schawk also employs the use of renewable, vegetable-based printing inks, such as soy, and is exploring the use of water-based inks on substrates uses in flexographic printing.

Overall, Schawk's comprehensive brand imaging process offers its clients the innovation, efficiency, and speed they demand to meet tight timelines with outstanding packaging solutions. “We are always being asked to move faster, and with the help of flexible solutions from Adobe and EskoArtwork, we can meet client demands with high quality solutions that also support our sustainability goals,” concludes Kaufman.



Adobe, the Adobe logo, Acrobat, Creative Suite, Font Folio, Illustrator, InDesign, Photoshop, and Reader are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2008 Adobe Systems Incorporated. All rights reserved. Printed in the USA.
95011089 08/08 A