



Smarter packaging design and preproduction

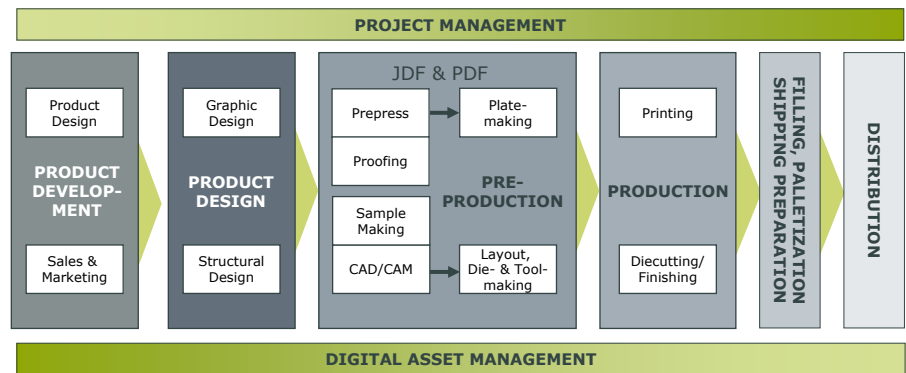
Leading provider of packaging design and preproduction solutions integrates packaging plug-in modules with Adobe® Creative Suite 2



Browse the shelves of any retail store and you'll see the results of carefully orchestrated collaboration between a graphic designer and a structural designer. "Brand owners and retailers sometimes have similar products, so they need 'shelf shout' to grab consumers' attention," says Frank Adegeest, senior product manager for Esko, a world leader in packaging design and preproduction solutions.

Historically, collaboration among graphics and structural designers, tradeshops, printers, and converters has been complicated by unsynchronized processes and nonstandard file formats, leading to what Adegeest calls the "file jungle." A typical package-design project requires many iterations and several separate steps, each of which produces a different asset: a design file typically created in Adobe Illustrator® software; a structural design file created with Esko's world-leading structural design and manufacturing application, ArtiosCAD; a preproduction file; and a platemaking (step-and-repeat) file.

Esko-Graphics end-to-end view on the supply chain



From **pre-production** focus to **total process view**

The myriad disciplines involved in packaging preproduction previously lacked the ability to exchange a standard file format, leading to inefficiencies. Esko has simplified communications and collaboration within the supply chain with its BackStage workflow server. Based on Adobe PDF libraries, BackStage automatically creates and dispatches different files for different members of the supply chain.

ESKO*

“Efficient collaboration throughout the packaging preproduction supply chain requires the ability to exchange a standard file format.”

Frank Adegeest,
Senior Product Manager,
Esko

Trekking through the file jungle

Multiple and incompatible file formats introduce complications that raise costs and delay time to market. In the worst-case scenario, a retailer or brand owner is forced to make a design change after the platemaking file has already been created. In this case, all the steps—graphic design, structural design, preproduction, and platemaking—may need to be repeated, although it is sometimes possible to bring the preproduction file back to the designer for a quick design change. Although it might be possible to convert the other file formats back to Adobe Illustrator, with each conversion, or round-trip, Illustrator features such as layers, transparency, and editable text can be lost and disastrous unnoted errors can occur, according to Adegeest.

Another problem with multiple file formats is the difficulty of collaboration across the supply chain, which includes brand owners, retailers, concept and brand-image designers, graphic designers, structural designers, layout experts, die-and-tool makers, prepress operators, converters, fillers, and packagers. “Efficient collaboration throughout the packaging preproduction supply chain requires the ability to exchange a standard file format,” Adegeest says.

The quest: faster time to market, innovation

Enter Esko, whose customers are design agencies, trade shops, printers, and converters that create innovative packaging for brand owners and retailers. With headquarters in Gent, Belgium, Esko employs around 700 people worldwide. The company has R & D and manufacturing facilities in Belgium, Germany, Norway, the Czech Republic, and the United States, and its regional sales and support organizations are distributed throughout Europe, North America, and the Asia Pacific region, including Japan and China. Esko’s Scope workflow solution integrates graphic design, structural design, and project management; flexo computer-to-plate systems; cutting and creasing tables for short-run production; and sample-making for the packaging and sign-and-display markets.

In 2002, Esko-Graphics embarked on an ambitious market research study to discover trends and unmet needs in the packaging preproduction industry. Brand owners and retailers that participated identified the following as their major business needs:

- Accelerating speed to market, or getting products on the shelf as quickly as possible—with less cost and fewer errors.
- Gaining more control over the packaging-design process. Brand owners want to know the status of development at every stage between conceptual development and putting the product on the shelf.

Esko used Adobe Creative Suite 2 and DeskPack to design the packaging for Adobe Creative Suite 2. The company used Adobe Illustrator for graphics design and the Esko DeskPack plug-in for 3D rendering of ArtiosCAD files and setting ruling lines and angles.

Job due date: 20060613

Filename: 32400_ADOBE_CS2_BOX
Job V/H size: 36.331 inch 23.15 inch
Report made on: 13-JUN-06 14:50:41
File last saved: 13-JUN-06 14:50:08
Job name: Adobe Creative Suite 2
Order ID: Adobe Creative Suite 2
DGC: Adobe_box2.icpro
Customer: Adobe
Contact Name: Robin Tobin
Job URL: file:///tr/tpd202/Example/Job/Container/Adobe Creative Suite 2
Normal Trap: 0.1 mm
Pullback Trap: 0.075 mm
ob smart: chgitz
Remarks: Adobe © sign on front and back headline should not be trapped because it is too small. On the black side panel the reversed © should be trapped (pullback). Ripped with CT TUNING ON (0.5xDevice output resolution)

External Files: ADOBE_SHOWCARRIER_FINAL.ARD
 DCM.psd
 white.tif
 ADOBECS2BOX.psd

Ink Panel Scale factor: 13.61%

▲	*	Dot	Inkname	Angle	Lpi	Inkcoverage %	Ink coverage in inch
1	R	Cyan	22.5	120	12.26	103.12	
2	R	Magenta	52.5	120	7.95	66.84	
3	R	Yellow	7.5	120	9.35	78.67	
4	R	Black	82.5	120	18.22	153.22	
5		Artios Cut	45	120			
6		Artios Crease	45	120			

This Report was created with the Reportmaker from Esko-Graphics

- Developing a global infrastructure that ensures consistency and brand equity, and reduces the number of assets involved in managing brand development.
- Designing innovative packages that grab consumers' attention.

“Brand owners and retailers wish to have more budget for design, which they can accomplish by spending less on preproduction,” Adegeest explains.

Esko also surveyed its direct customers—the trade shops, printers, and converters that provide packaging preproduction services to brand owners and retailers. Because prices and budgets are under continuous pressure, these organizations face the threat of having their work be outsourced to lower-cost regions. Their goal, in addition to meeting the needs of their customers, is to reduce the total cost of ownership (TCO). “Proprietary solutions for packaging preproduction thwart the goal of low TCO because of high integration costs, longer learning curves, and a lack of skilled operators,” says Adegeest.

Out with the proprietary, in with the standard

Heeding the survey results, Esko decided to begin offering its proprietary packaging technology not as separate software, but as modules that overlay Adobe Creative Suite design tools. “Esko’s DeskPack turns Adobe Illustrator CS2 and Adobe Photoshop® CS2

into full-fledged packaging design and prepress production tools,” says Adegeest. “High-end proprietary applications for packaging preproduction are becoming obsolete because you can do everything with Adobe applications and Adobe PDF now.”

The core of DeskPack is the creative asset: the structural design, ArtiosCAD file, Adobe Illustrator, or Adobe Photoshop file. Graphic designers and structural designers build production layers on top of the core, which they can take away or reapply as they make changes. “Our customers can stay in Adobe Creative Suite CS2 design tools from start to finish,” Adegeest continues. “With our approach, customers move freely from the creative state to the printing state, and the brand owner can maintain just one asset. This helps drive costs out of the process, accelerate time to market for new and revised products, increase quality, and build brand equity.”

Esko selected Adobe Creative Suite 2 as the core engine for DeskPack because the suite enjoys the largest market share among the creative professionals in the packaging industry. “We’ve found that 80 to 90% of packaging design begins with Adobe Creative Suite 2—primarily Adobe Illustrator and Adobe Photoshop,” says Adegeest. “We also found that a majority of creative professionals use Adobe Reader® to proof and share assets, and the best, most reliable and richest Adobe PDF files are created by applications in the Adobe Creative Suite.”

Company

Esko
 Gent, Belgium
www.esko.com

Challenges

- Help brand owners and retailers accelerate time to market
- Facilitate collaboration across the packaging supply chain
- Reduce total cost of ownership of packaging preproduction solutions

Solution

- Build a solution based on Adobe Creative Suite CS2 design tools and add proprietary packaging technology as modules
- Build a workflow server based on Adobe PDF libraries

Benefits

- Tripled number of customers
- Achieved 20% annual growth

Toolkit

- Adobe Creative Suite 2. Components used include:
 - Adobe Acrobat® 7.0 Professional
 - Adobe Illustrator CS2
 - Adobe InDesign® CS2
 - Adobe Photoshop CS2
- PCs running Microsoft® Windows®
- Macintosh computers running Mac OS X

Retail shelves worldwide serve as galleries of packaging created with Esko solutions. Combining the powerful graphics design capabilities of Adobe Creative Suite 2 with Esko's proprietary structural design technology makes it more efficient and cost-effective for brand owners and retailers to create eye-catching designs.



“Esko’s DeskPack turns Adobe Illustrator CS2 and Adobe Photoshop CS2 into full-fledged packaging design and prepress production tools. High-end proprietary applications for packaging preproduction are becoming obsolete because you can do everything with Adobe applications and Adobe PDF now.”

Frank Adegeest,
Senior Product Manager,
Esko

Better by Adobe.™



Adobe

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

To simplify communication among the packaging preproduction supply chain, Esko also built a workflow server, called BackStage, which is based on Adobe Portable Document Format (PDF) libraries. Given an Adobe Illustrator file, BackStage automatically creates and dispatches different files for different reviewers in the supply chain. These files include 3D rich Adobe PDF files that can be rotated in Adobe Reader, step-and-repeat files, and report files with technical information—all of them enriched with consistent metadata.

Sales up 20% annually

Since offering its technology as modules based on Adobe Creative Suite, Esko has already reached more than 6,000 user workstations. By comparison, according to Adegeest, proprietary software for packaging preproduction currently runs on about 8,000 workstations, and this base was built up over 12 to 15 years. “We are growing 20% annually by selling products that fit the current market situation and investment climate,” says Adegeest. “Trade shops and printers buy DeskPack because it significantly reduces the cost of ownership; the high availability of operators with Adobe skills; and the fact that it fits into their existing infrastructure, is easy to implement, and meets brand owners’ business needs.”

Esko is developing additional applications based on Adobe Creative Suite 2, including Photoshop plug-ins geared toward flexography and spot-color printing processes, and a 3D design plug-in for Adobe Illustrator CS2 that enables packaging designers to virtually hold the package in their hand. That plug-in automatically translates a 3D design into 2D artwork—a breakthrough for packaging design. “Traditionally, people created a 2D file and tried to imagine what it would look like as a 3D design by printing, cutting and folding it,” says Adegeest. “Our product called 3-dX will let them design and collaborate in 3D, which saves time, significantly reduces proofing costs, and eliminates mind-boggling guesswork.”

Freeing more budget for design

By incorporating Adobe applications and Adobe PDF technologies into its solutions, Esko is helping brand owners and retailers focus their budgets where it matters most: design. “To sell a product at a certain price level requires a perception that the product has high value,” says Adegeest. “You contribute to that perception with outstanding branding and structural differentiation. DeskPack saves money in prepress and printing, which creates more budget to design packaging with higher value.”

Adobe, the Adobe logo, Acrobat, Illustrator, InDesign, Photoshop, Reader, and “Better by Adobe” are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Macintosh and Mac OS are trademarks of Apple Computer, Inc., registered in the United States and other countries. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2006 Adobe Systems Incorporated. All rights reserved. Printed in the USA.
95006948 07/06 A