Packaging for brand owners

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Marketing Officer, co-chair Packaging & Cross-Media SubCommittees, GWG

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Co-chair Packaging SubCommittee, GWG
Your speakers today
Christian Blaise

1990-1999: Prepress Manager – Alsacienne d’Aluminium (now Amcor)
1999-2005: Graphic Chain Manager – Nestlé
2006-2007: Sales Account Manager – Enfocus
Since 2007: Founder & Owner – bleuprocess
Since 2018: Founder & CEO – agileStreams

Ghent Workgroup
Joined in 2003 – first Packaging meeting
Since 2004: Co-chair Packaging SubCommittee
Since 2013: Co-chair Cross-Media SubCommittee
Newly appointed as Marketing Officer
Lieven Plettinck

1986-1990: Research lab Barco
1990-2001: Software R&D engineer Barco Graphics
2001-2007: Software Development Manager Esko
2007-2009: Director Color and Imaging Esko
2009-2017: Director Software Development Esko
2017- now: Director Software Engineering - Partner Integrations

Ghent Workgroup
Joined in 2008
Co-chair Packaging SubCommittee

Also active in
CIP4
ISO TC130
About the Ghent Workgroup
Who is GWG?

An international organization made up of graphic arts users, associations & developers

A cross-section of the international graphic arts community’s best minds
Members

Our **MEMBERS** include

- Graphic Arts Users
- Educators
- Associations
- Software and Hardware Vendors
Subcommittees

- Variable Data Printing
- Color Management
- Compliancy Testing
- Cross Media
- Documentation
- Marketing
- Office Document Printing
- Packaging
- Process Control
- Specifications

Ghent Workgroup
Our Mission

“To develop and maintain process specifications for **best practices in graphic arts workflows** and promote their acceptance and use in the international graphic arts community.”
Our goals

Collaborating to help our partners be successful

• Introduce practical workflow tools
• Streamline daily production tasks
• Provide technical background
• Create specifications
• Share best practices
• Develop industry solutions
GWG workflow tools

- Specifications
- Test Suites
- Application Settings
- Job Tickets
The packaging graphic chain as a brand owner
The story began in 2003

- I joined the Ghent Workgroup as a brand owner (Nestlé)
- We identified that the power of using standards with our suppliers
  - The process is not different from brand owner to brand owner nor supplier to supplier
  - Using PDF as a file format for exchange helps to overcome software types and versions
  - Our process and files are usable with any supplier, files can be read and store by all stakeholders of the chain
- We wanted to lead the change and not follow it
The process nightmare

Brand A
  ↓
Supplier 1

Brand B
  ↓
Supplier 2

Brand C
  ↓
Supplier 3

Supplier 4
The process nightmare

Brand A

Supplier 1

Brand B

Supplier 2

Supplier 3

Supplier 4

Brand C
The process nightmare

Brand A
- Supplier 1
- Supplier 2
- Supplier 3
- Supplier 4

Brand B
- Supplier 1
- Supplier 2
- Supplier 3
- Supplier 4

Brand C
- Supplier 1
- Supplier 2
- Supplier 3
- Supplier 4
The choice of PDF

- Universal
- Self-contained
- Compatible
- Vendor-neutral
- Compact
- Well-behaved
Standards in standards

- PDF
- PDF/X
- GWG
- Workflow Specific
Building the specifications

• Joint effort between different stakeholders of the chain to build the first baseline (2004)
  – Major brand owners EU and US
  – Leading packaging prepress and converters
  – Upstream (design to prepress) and Downstream (prepress to press)

• Continuous effort since then to build Packaging specifications
  – Current specifications inline with other GWG specifications
  – Fully PDF/X compliant (PDF/X-4)
Streamline the process

- Use of applications settings, available for most applications
  - PDF creation
  - PDF preflight
  - Downloadable on the GWG website

Please find below the settings for the most commonly used applications in professional publishing workflows, to automatically and properly create and check PDF files. Simply download and install in your favorite application.

Adobe Acrobat:
Adobe Acrobat is the industry-leading PDF viewing and editing app that lets you scan, compare, preflight and secure PDFs for print and digital media. With it’s built in preflight engine you are capable of checking, fixing, optimizing and converting incoming PDF’s into industry leading PDF standards such as PDF/A, PDF/E, PDF/VT, PDF/X and the Ghent Workgroup specifications.
Evaluate the process

- The Ghent Output Suite is the perfect tool to evaluate the quality of the process, even for non-technical people.

- It can be used to evaluate suppliers.
Need for automation

• There is a strong need for automation, not only to increase productivity, but also to ensure the quality of the final product.
• Being able to use the same file for production and viewing/validation is key to reduce errors.
Packaging is more than printing

- 3D Structure
- Embossing
- Foils
- Varnish
Processing Steps

- A standardized way to embed data for additional production steps in a PDF.
- Reliable data exchange, predictable results
- Developed in GWG
- ISO 19593-1
- Multiple vendors support: Esko, Enfocus, callas software, Chili Publish, Hyrid Software, Global Graphics...

GWG sample file made by Phototype
Processing Steps - Types

Structural

- Sometimes called CAD, die lines, etc…
- Describes how the 3D packaging element will be produced from a flat substrate
- Describes production steps in finishing (cut, fold, glue, emboss…)
Processing Steps - Types

Braille

- Applied during finishing (die cutter or folder gluer)
- Ink jet
Processing Steps - Types
Processing Steps - Types

White

- Backing white for printing on transparent foil and metallic substrates
Processing Steps - Types

Varnish

- Application of a varnish layer on selected parts of the packaging
Why store processing steps in PDF?

“Single version of the truth”
PDF as the production master for both printing and non printing

Print Content
- Images
- Graphics
- Content
- Ingredient Copy
- Health warnings
- ...

Processing Steps
- Structure
- Braille
- Foils
- Varnish
- Backing white
- ...

Brand Owner

Approval

Production

Printing Press(es)

Finishing
Packaging is more than printing CMYK

Brand colors

Spot colors
Why store processing steps in PDF?

“Single version of the truth”

PDF as the production master for both printing and non printing

Print Content

Processing Steps

Finishing

Color

Process Color

Spot Color

Brand Owner

Approval

Production

Printing Press(es)

Finishing
CxF/X-4

- A standardized way to embed spectral reflectance curves of spot colors in a PDF.
- Reliable data exchange, predictable results
- Co-developed by ISO TC130 JWG7, ICC and GWG
- ISO 17972-4:2015
- “Early days” for industry adoption
Conclusion
Conclusion
Benefits for the brand owner

- Use of standards (PDF, ISO, GWG)
- Best practices (application settings)
- Process control (Output Suite)
- Automation (Processing Steps)
- Color Management (CxF/X-4)

- This allows the brand owner to keep a standard measured process under control, and offers flexibility in the supplier management
Where can I find information?
GWG website

- Application settings, Test Suites, White papers…
- Specific Packaging landing page
Stay informed

- GWG social media links
  - facebook.com/GhentWorkgroup
  - twitter.com/ghentworkgroup
  - linkedin.com/company/ghent-workgroup
Join the Ghent Workgroup?

- Learn
- Network
- Market yourself/company
- Attend a meeting as an observer

Upcoming meetings:
- Nov 6-8, 2019 – Marseille, France
- Feb 19-21, 2020 – Berlin, Germany

Apply for observer status and attend 1 meeting for free

- Join a subcommittee
- Become a member
Questions?

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