



# 10 reasons why you should work with a packaging management solution

Find out why brands, trade shops, converters and printers all over the world work with packaging management solutions like Esko's WebCenter

# | Introduction

Esko's WebCenter is a packaging management solution designed to meet the needs of all stakeholders in the packaging supply chain.

WebCenter allows you to specify, create, manage, and publish brand assets, while building a single source of truth for your packaging and marketing.

“ Switching to WebCenter reduced the amount of emails, made artwork approvals much easier, reduced the time for development and created a central database of all our artworks. ”

*Nico Schenk, Packaging Manager,  
Vandemoortele (leading international food company)*

## The packaging world in all its growing complexity

Creating and producing packaging has become an increasingly complex process.

- The number of product variations is on the rise with demands for custom, bespoke packaging
- Companies have a growing number of packaging assets
- Companies are navigating tighter time and cost constraints
- They also face the challenge of globalization and complex internal communications





## So how can you take control of your packaging process?

An increasing number of companies are looking for a technology solution that is designed to manage this complex packaging process. Traditional business systems, however, are not packaging-savvy. These systems are not well suited to handle complex packaging files and cannot deliver trustworthy approvals with convincing visuals.

That is where Esko's WebCenter can make a difference.



# | Packaging management solutions vs business systems

WebCenter offers specific functionality that other business systems do not or cannot offer due to their generic nature.

The challenges that packaging management present are only truly met by a solution made for packaging professionals.

WebCenter brings unique benefits:

- 1. Packaging intelligence**
- 2. Packaging process management**
- 3. Packaging specification management**
- 4. Review and approval in 3D**
- 5. Management of packaging assets**
- 6. A library of templates, standards and solutions**
- 7. Integration with packaging editors**
- 8. Integration with prepress workflow**
- 9. Integration with existing business systems**
- 10. Implementation of WebCenter Quickstart**

# | 1. Packaging intelligence

A successful solution needs to incorporate very specific packaging intelligence. Here are a few examples of specific packaging challenges that can be managed with WebCenter:

- **Brand identity** and consistency
- Color fidelity
- **Geometric fit** of the product, the shelf and the shipping environment
- Packaging materials and their influence on cost, **production speed** but also appeal and geometric constraints (think of the specific challenges of corrugated board or shrink sleeve film)
- **Printing cost and quality**
- Environmental assessment and impact
- Textual content, languages and **legal compliance**
- Approval of complex packaging graphics
- **Security of data** in a world of increasing counterfeiting
- Logistics and palletization
- Artwork and labeling **regulatory compliance**





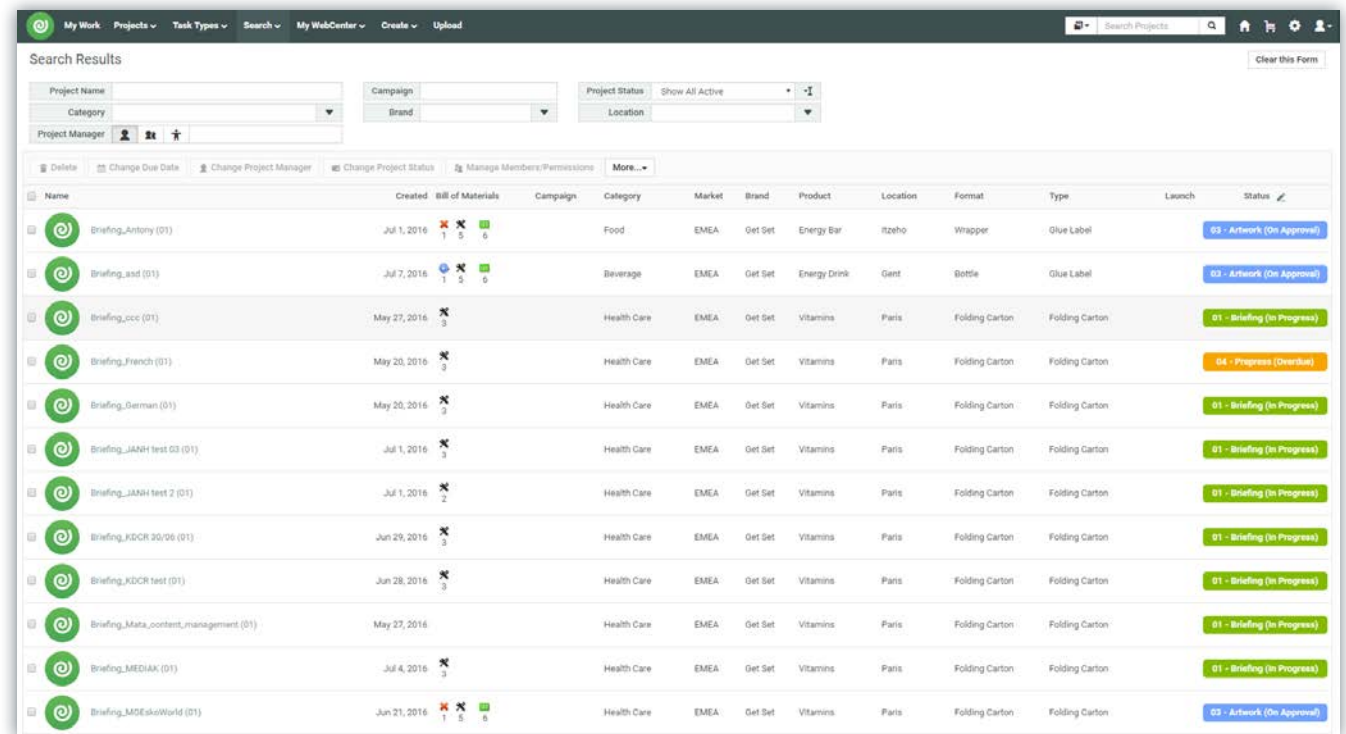
## | 2. Packaging process management

WebCenter allows users to create projects from pre-defined templates. Users and their roles are easily created and managed, and it's just as easy to assign workflows and tasks.

WebCenter also provides visual dashboards with timelines to allow project managers and users to instantly view the status of their project. Reports can also be generated in order for trends to be analyzed.

“ WebCenter allows us to have immediate transfer of tasks from team to team – even users that are not internal. Proofs are in the next user's queue as soon as the last person completes his task. ”

*Technical Manager,  
Large Enterprise Food Company*



Name	Created	Bill of Materials	Campaign	Category	Market	Brand	Product	Location	Format	Type	Launch	Status
Briefing_Antony (01)	Jul 1, 2016	1 5 6		Food	EMEA	Get Set	Energy Bar	Itzeho	Wrapper	Glue Label		03 - Artwork (On Approval)
Briefing_and (01)	Jul 7, 2016	1 5 6		Beverage	EMEA	Get Set	Energy Drink	Gent	Bottle	Glue Label		03 - Artwork (On Approval)
Briefing_ccc (01)	May 27, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_French (01)	May 20, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		04 - Progress (Overdue)
Briefing_German (01)	May 20, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_IANH test 03 (01)	Jul 1, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_IANH test 2 (01)	Jul 1, 2016	2		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_KDCR 3G/06 (01)	Jun 29, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_KDCR test (01)	Jun 28, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_Mata_content_management (01)	May 27, 2016			Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_MEDIAK (01)	Jul 4, 2016	3		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		01 - Briefing (In Progress)
Briefing_MSEskioWorld (01)	Jun 21, 2016	1 5 6		Health Care	EMEA	Get Set	Vitamins	Paris	Folding Carton	Folding Carton		03 - Artwork (On Approval)

*WebCenter has clear, user-friendly dashboards*

# | 3. Packaging specification management

Specifying packaging projects goes beyond a textual briefing. An efficient project charter should contain pictures, sketches, etc. along with precise specification on the varying packaging specific technical elements that will be required in different phases of the project.

WebCenter makes it easier to start producing packaging and labels. It offers briefing and order forms; and it also collects specification data from third party sources.

It offers workflow support to make specification a collaborative process, and there is a whole range of specifications that WebCenter helps you define:

- Visual specifications in 2D and 3D
- Dimensions
- Codification
- Creative specification
- Inheritance of master data from similar or “master” packaging designs/templates
- Color specification
- Marketing and regulatory content specifications: legal copy, nutrition facts etc.
- Image and symbol specification



## | 4. Review and approval in 3D

Producing packaging is a highly creative and iterative process, which typically involves several versions. It is by no means a sequential process. A surprisingly large number of people must collaborate well to produce successful product launch.

WebCenter facilitates packaging artwork management and approval with the focus on quickly finding mistakes. It is easy to review corrections on previously rejected artwork or CAD drawings and catch regression problems as well. Artwork approval and packaging approval are made reliable, and simple.

Also, since packaging is not in 2D, WebCenter allows you to review, annotate and approve 3D packaging mock-ups.

*Review and approve packaging artwork in 3D with hyperrealistic detail*







## | 5. Management of packaging assets

Packaging and labels come with their specific assets: brand images, graphics, CAD drawings etc.

With WebCenter, these assets are stored 'in context', so they are easy to retrieve. Naturally there is version control, and an edit history. Packaging artwork management made simple.

The assets are presented with their actual dimensions, inks used and their coverage, barcodes, braille, text content, rule length and are calculated directly from the packaging design rather than entered by humans.

Finally, the packaging assets should be published, not just managed. With the digital shelf becoming a vital marketing mechanism,

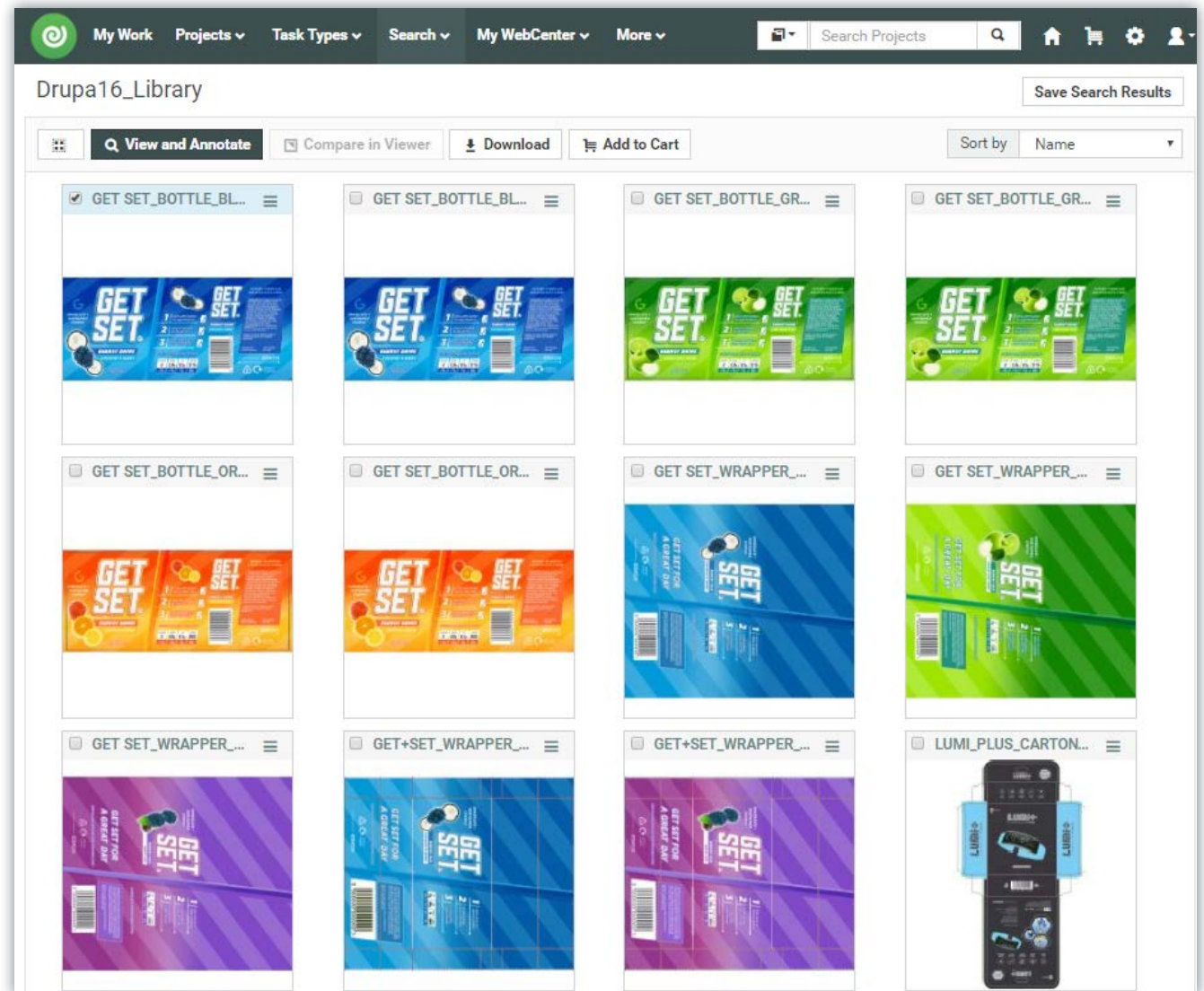
why not use 3D packaging files to promote new products on eCommerce and social sites? Expensive photography sessions are eliminated, packshots can be generated in minutes and you're guaranteed that all regulatory and nutritional information is accurate.

## | 6. A library of templates, standards and solutions

WebCenter offers a standardized way of storing solutions to help retrieve information, which builds up IP for your company.

Users can run with the right dimensions and look at the result in 2D and 3D in a matter of seconds.

WebCenter also allows users to push completed projects into asset libraries right away.



*Keep track of all your packaging assets in a centralized storage*

## | 7. Integration with packaging editors

Creating packaging is not only a demanding collaborative effort, but also a highly technical operation, demanding state-of-the-art software tools.

The most used software tool for packaging is Adobe® Illustrator®. WebCenter integrates with Adobe® Illustrator® and other graphical design editors, structural design editors (ArtiosCAD, Solidworks, Catia etc.) and pre-press editors (Esko's DeskPack, ArtPro, PackEdge etc.)







## | 8. Integration with prepress workflow

A packaging management solution speaks the same language as the prepress workflow (such as Esko's Automation Engine) that you or your supplier might have in place.

This means that the integration is seamless. It means jobs can be started in the packaging management solution and the prepress workflow is executed automatically.

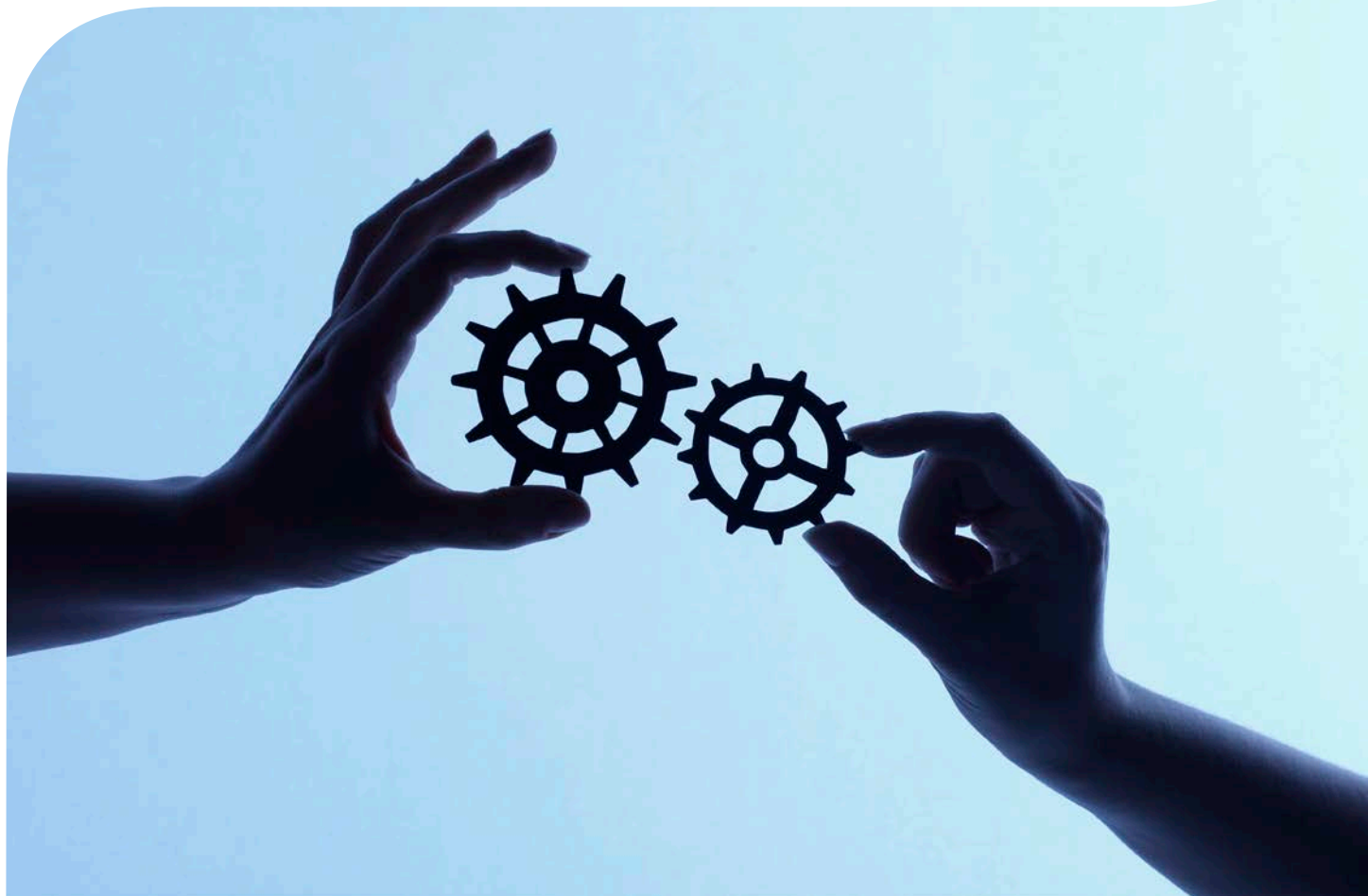
## | 9. Integration with existing business systems

A packaging project will often be initiated from another business process. It might, for example, be managed in SharePoint, a PLM system or SAP. This can be a product management process or a business improvement process. It can also be a technical change in a factory or a request coming from customers or retailers. There is no single source.

Given the highly specialized needs of packaging, trying to fully manage the packaging project in the larger business process environment is often inadequate. The system is just too generic.

It typically fails to offer the necessary visuals and calculation functions to convince overloaded people to spend time in the system.

Packaging management systems talk to existing business units so there is no duplication of effort: correct information is pulled from the system of record and used throughout the whole workflow.



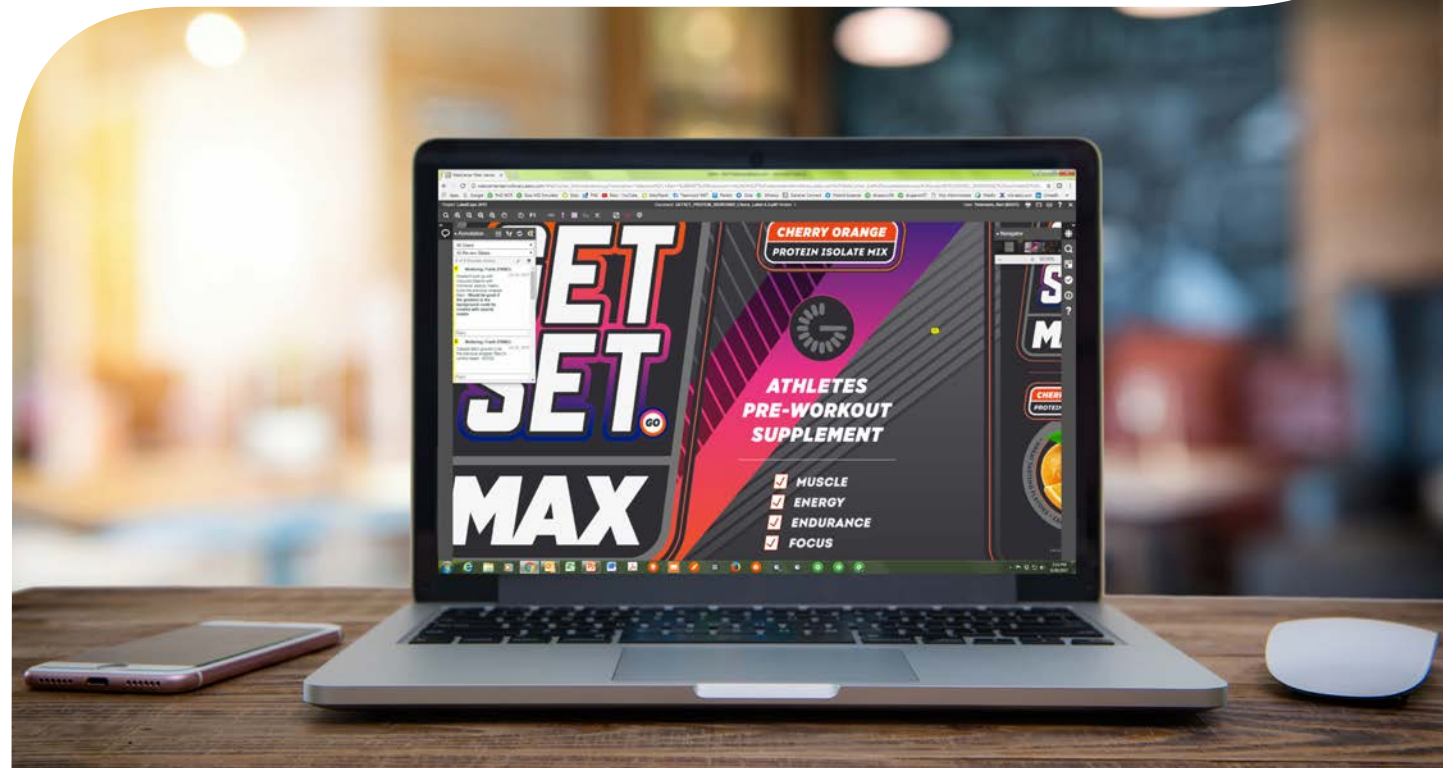
# | 10. Implementation of WebCenter Quickstart

While for some larger Brand Owners or converters, there is a clear need for installing a comprehensive solution, others can benefit from preconfigured systems which allows them to be up and running in days. Such “off-the-shelf” solutions can significantly reduce deployment time, effort and cost for the organization.

For example, “quick start” versions of WebCenter are available to allow organizations to immediately install software with built-in best-in-class workflows ready to use, with almost instant benefits in project management, data management, the approval process and data automation.

While most of the software is pre-configured with best-in-class workflows, there are elements that can be modified, allowing Brand Owners to configure it to their own branding, attributes and terminology. This is important as it ensures the software meets Brand Owners’ individual business

requirements and assists with internal change management – using the company’s own style, branding and language can make staff acceptance of new solutions considerably easier.





# | And it's just one part of a whole range of brand solutions

WebCenter is just one part of Esko's brand solutions. Esko supplies a range of solutions to help Brands plan, manage and produce the best packaging possible.

These include:



**ArtiosCAD** – the world's most popular structural design software for packaging design. With dedicated tools specifically designed for packaging professionals for structural design, product development, virtual prototyping and manufacturing, ArtiosCAD increases productivity throughout your company!



**Studio** – helping you produce better artwork and simplifying artwork approval. Whether you are a designer trying out different ideas, or a prepress operator checking a back-match, with Studio you are virtually holding the pack in your hands. Studio is a fast & easy way to turn your ideas into beautiful 3D images, for your own inspiration or to impress an important client.



**Cape Pack** – a modular suite of palletization software to help determine the best product size, case count, case size and pallet load.



# | Considering a packaging management solution for your company?

Managing the production of packaging and labels in the most cost effective way is becoming more and more complex.

Packaging management systems are rapidly becoming the standard way for brands, trade shops, converters and printers to streamline their packaging production process.

Esko can help you define what packaging management solution works for your organization.

**Want to learn more?**

Visit us at **[www.esko.com/webcenter](http://www.esko.com/webcenter)**