



# Creation of Artwork & Prepress

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Software Application Specialist



# How to become a flexible packaging hero

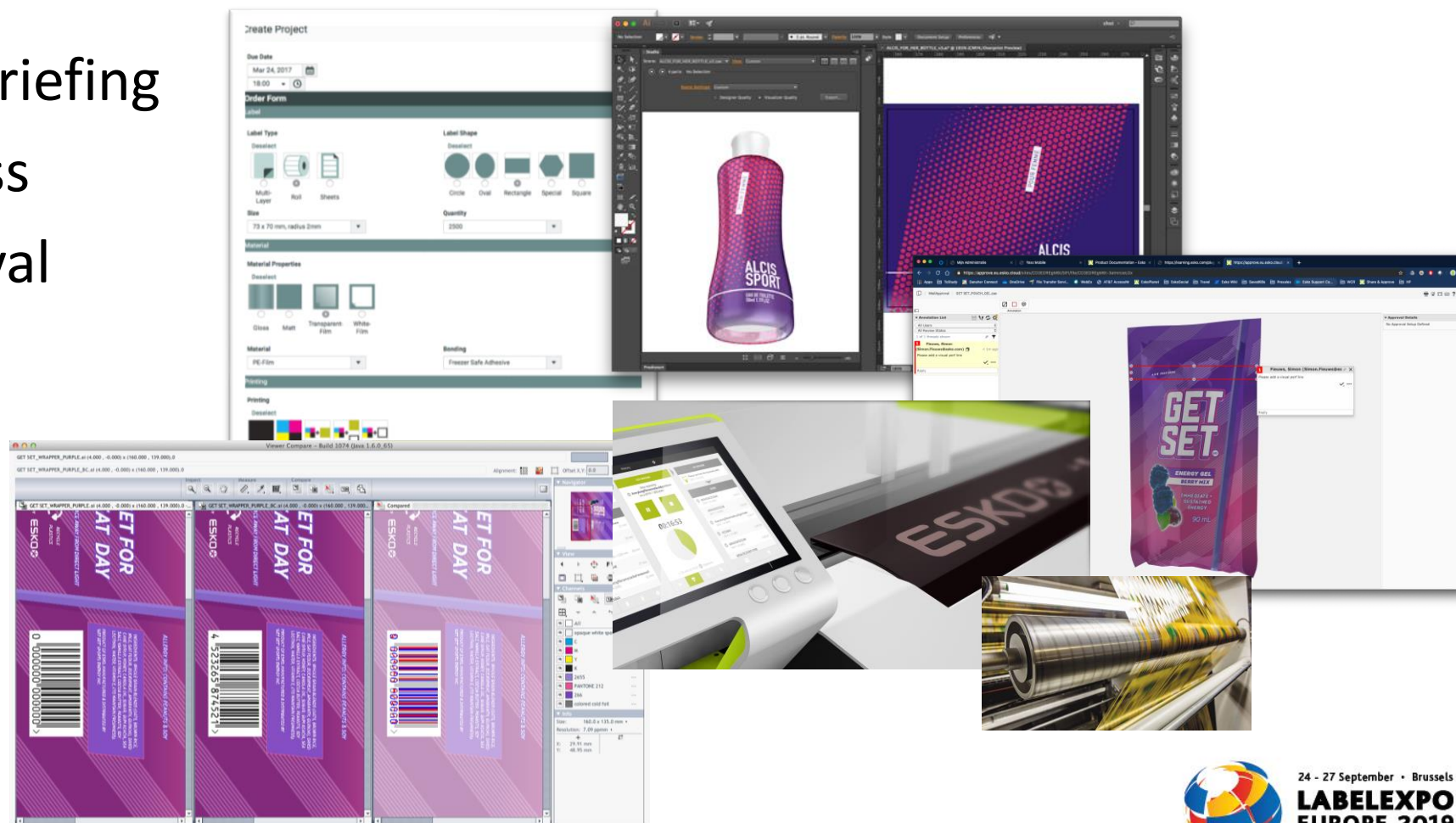


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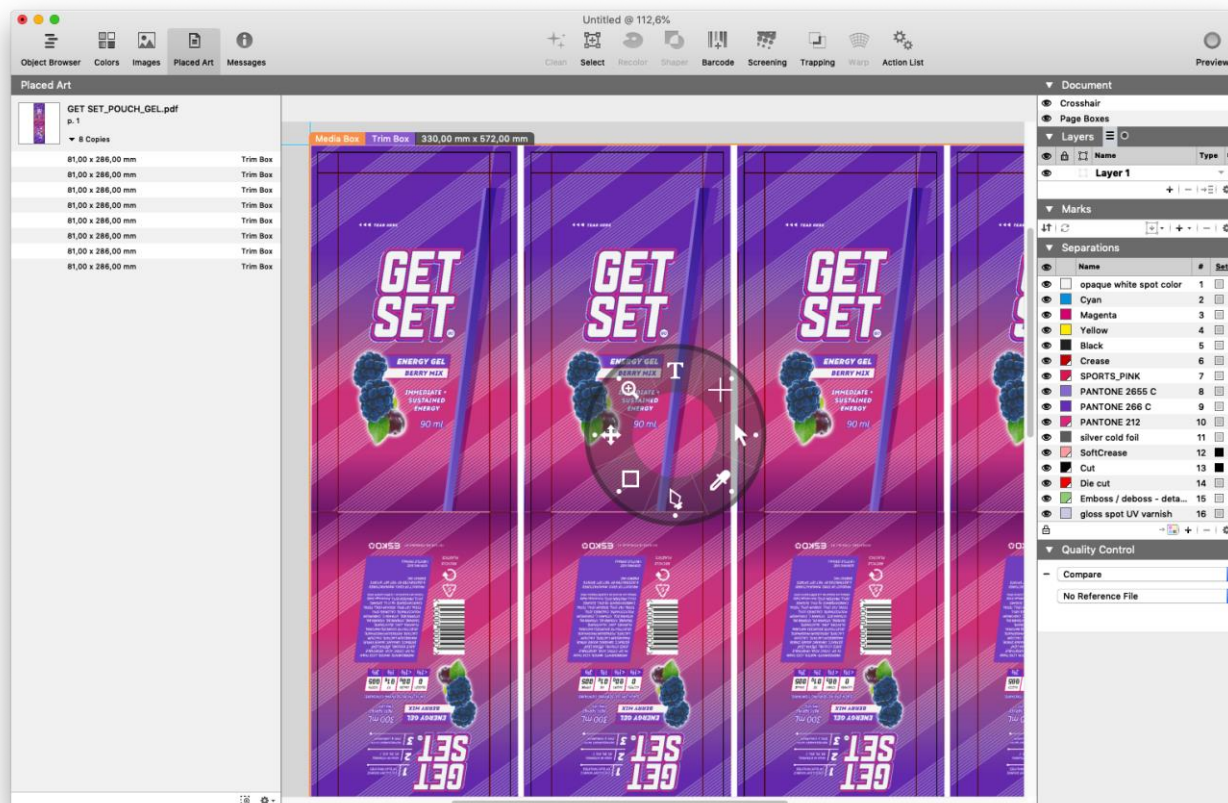


# Flexible packaging workflow

- Specification & briefing
- Design & prepress
- Customer approval
- Quality control
- Platemaking
- Printing



# Some highlights



- 3D in flexibles
- Prepress challenges
  - File verification
  - Barcodes
  - Manage file separations
  - Trapping
  - Quality assurance
- Color Management
- Automate & Collaborate





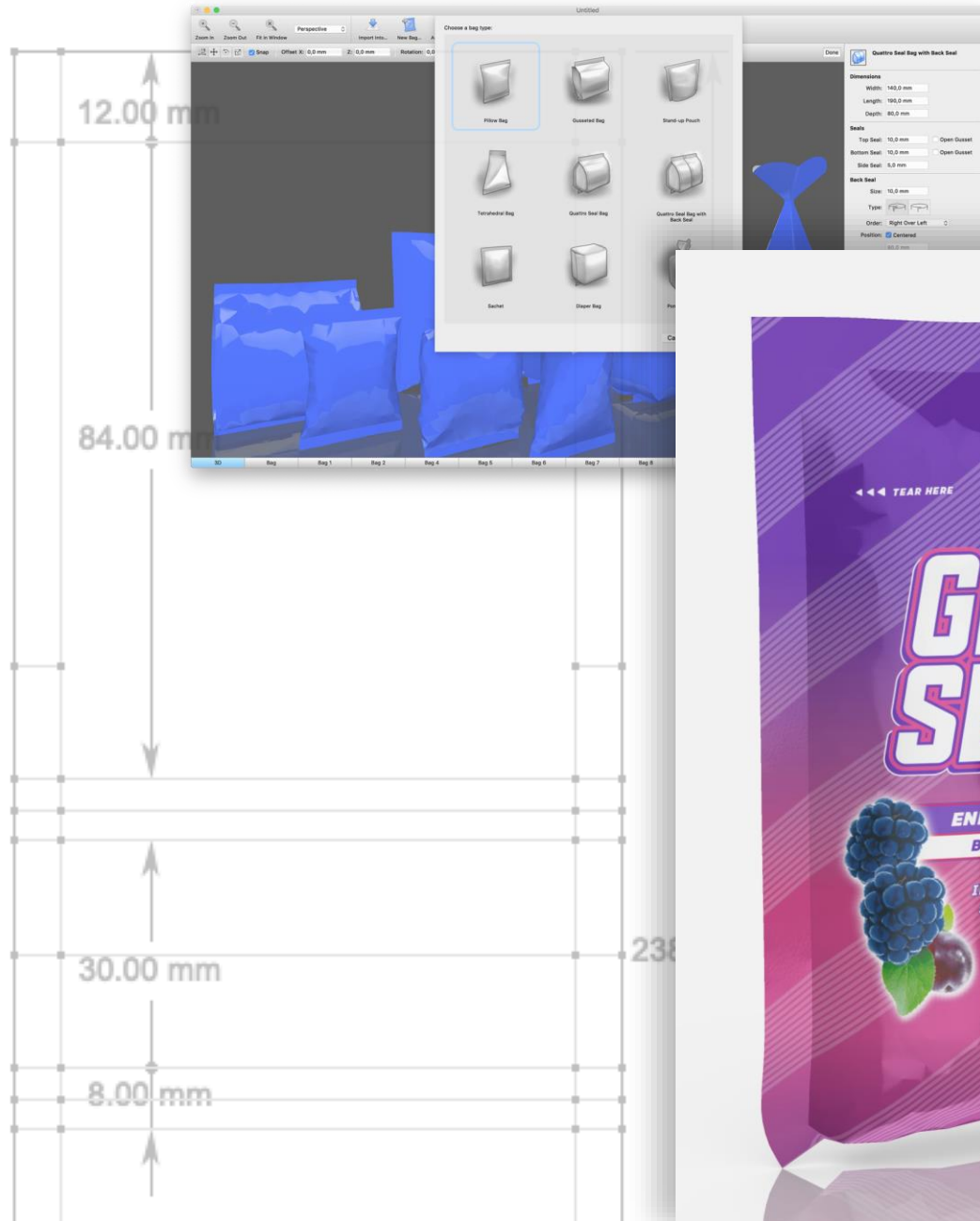


# 3D in flexibles?

- 2D designing in 3D world
- Hard to communicate with stakeholders
- Difficult & time consuming to create physical mock-ups
- Calculate distortion for shrink sleeves is difficult



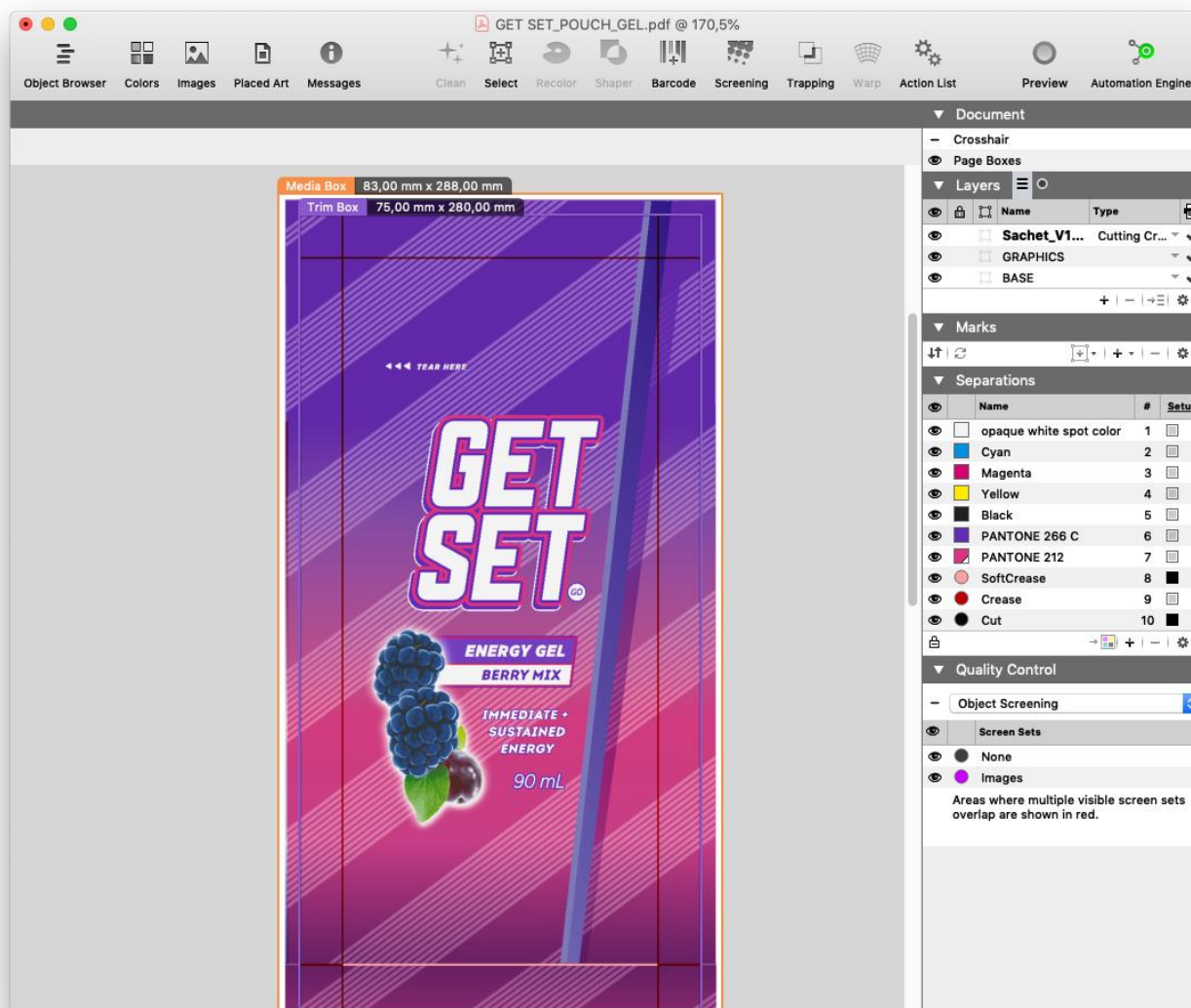
# 3D in flexibles!



- Link between graphics & structure
  - Save in positioning graphics
- Direct visual 3D feedback
  - Quality control on final product
- Digital mock-up
  - Faster approval



# Prepress



- File verification
- Barcodes
- File Separations
- White underprint
- Trapping
- Step & Repeat creation
- ...

# File verification?

Technical Drawings



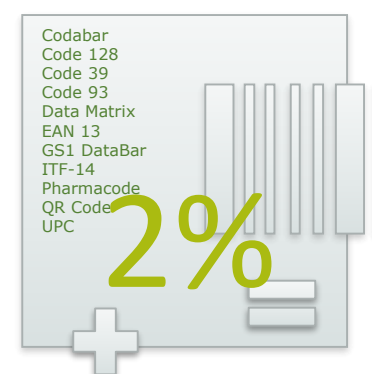
Artwork



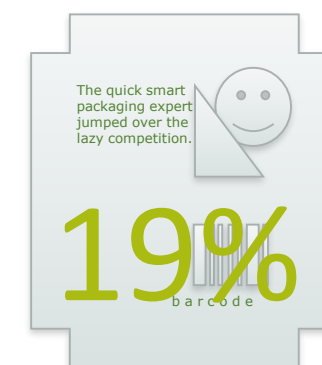
Copy



Tech Specs



Pre-press



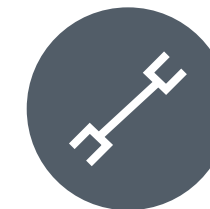


# File verification!

- Preflight



Find



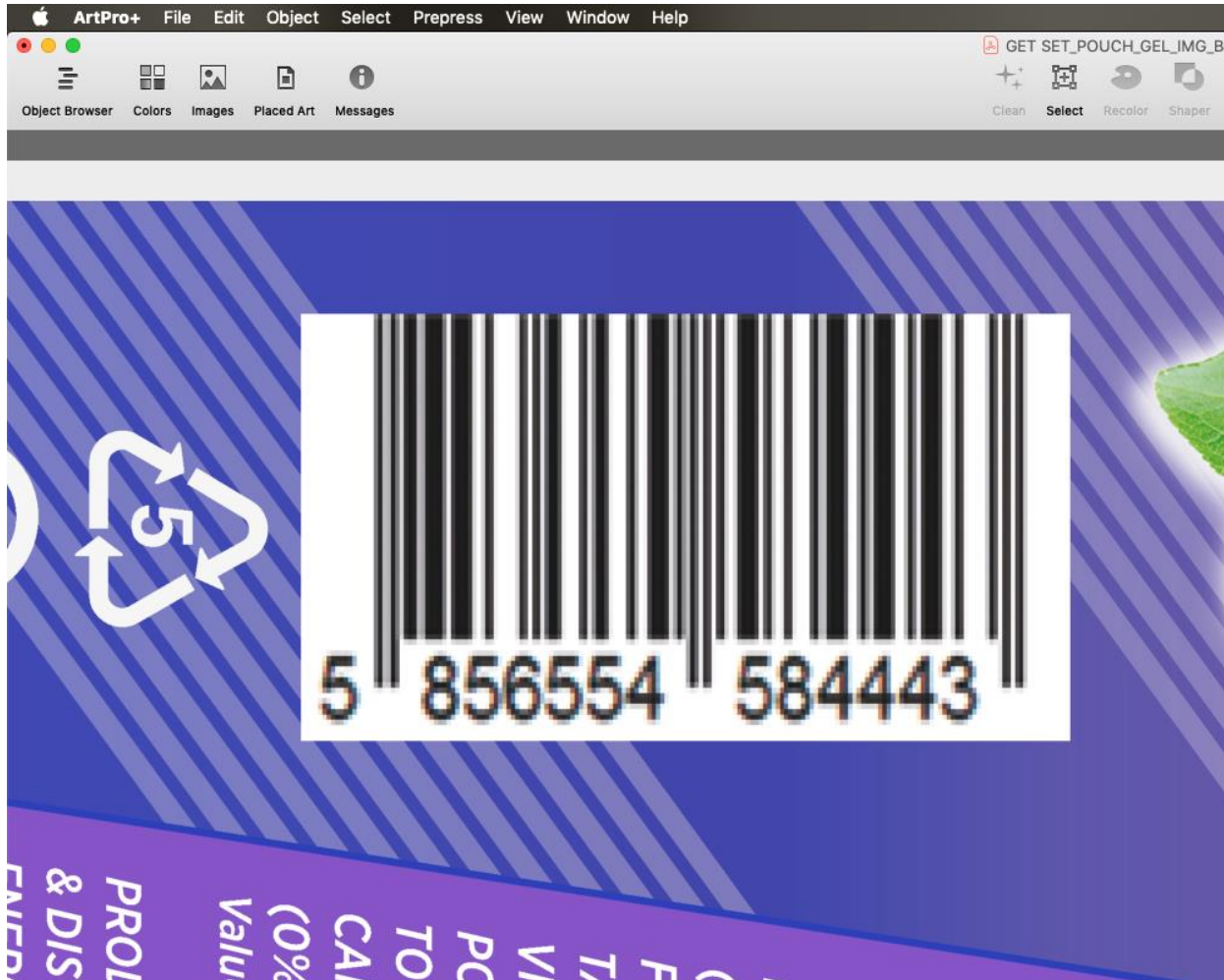
Fix



Verify



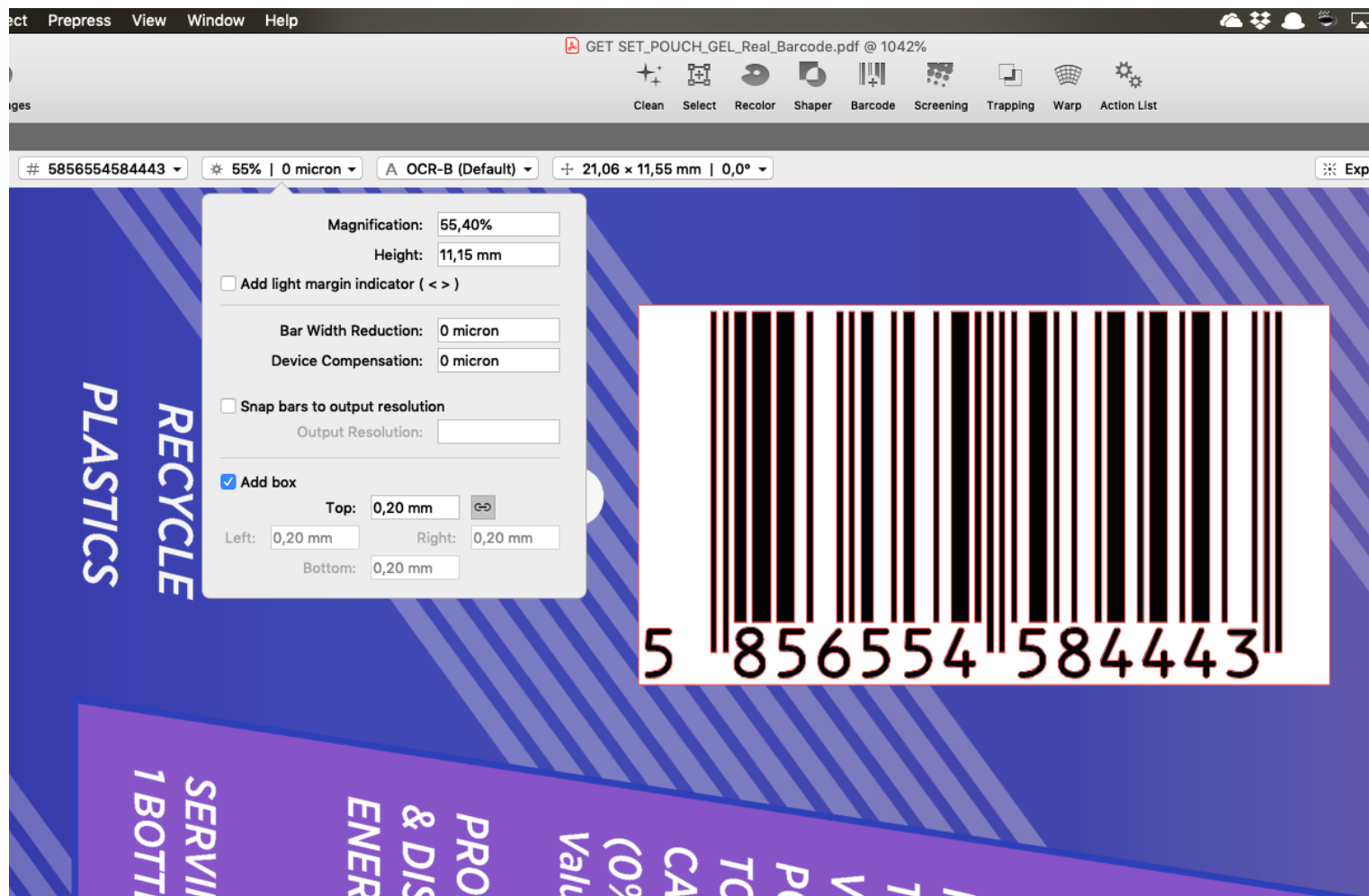
# Barcodes?



- LowRes & bitmap barcodes
- No control between received barcode and required barcode
- Non protected object



# Barcodes!



- Recognise barcode
- Create any barcode
- Apply distortion

# Reseparate files?

- Designers use any color
- Reduce number of inks/separations
- Efficiently improve color stability on press
- Difficult to rework image separations

▼ Separations			
👁	Name	#	Setup
👁	opaque white spot color	1	<input type="checkbox"/>
👁	Cyan	2	<input type="checkbox"/>
👁	Magenta	3	<input type="checkbox"/>
👁	Yellow	4	<input type="checkbox"/>
👁	Black	5	<input type="checkbox"/>
👁	SPORTS_PINK	6	<input type="checkbox"/>
👁	PANTONE 2655 C	7	<input type="checkbox"/>
👁	PANTONE 266 C	8	<input type="checkbox"/>
👁	PANTONE 212	9	<input type="checkbox"/>
👁	Cool Grey	10	<input type="checkbox"/>
👁	SPORTS_LIGHTPINK	11	<input checked="" type="checkbox"/>
👁	Crease	12	<input type="checkbox"/>
👁	Cut	13	<input checked="" type="checkbox"/>
👁	Die cut	14	<input type="checkbox"/>
👁	SOFT_PURPLE	15	<input type="checkbox"/>

▼ Separations			
👁	Name	#	Setup
👁	opaque white spot color	1	<input type="checkbox"/>
👁	Cyan	2	<input type="checkbox"/>
👁	Magenta	3	<input type="checkbox"/>
👁	Yellow	4	<input type="checkbox"/>
👁	Black	5	<input type="checkbox"/>
👁	PANTONE 266 C	6	<input type="checkbox"/>
👁	PANTONE 212 C	7	<input type="checkbox"/>
👁	SoftCrease	8	<input checked="" type="checkbox"/>
👁	Crease	9	<input checked="" type="checkbox"/>
👁	Cut	10	<input checked="" type="checkbox"/>





# Reseparate files!

- Tools to help you to manage your separations
- Plugins for Adobe Photoshop to reseparate images



The screenshot shows the Photoshop interface with the 'Colors' panel on the right and the 'Replace Separations' dialog box open in the center. The dialog box has three tabs: 'Remove Separations', 'Replace Separations' (selected), and 'Convert to CMYK'. Below the tabs, there are two columns of color swatches: 'Original' and 'Replace By'. An arrow points from the 'Original' column to the 'Replace By' column, indicating a mapping of colors. A tooltip 'Convert All Tints to Spot Color' is visible over the 'Replace Separations' dialog.

Color #	CMYK Values
126	100 90
5	80 72
2	75 68
3	70 63
45	90 100
3	72 80
48	40 100
2	28 70
334	68 90
2	52 70
4	49 65
6	45 60
5	45 100
105	34 75
2	31 70
13	31 70
9	31 70

#	Original	Replace By
1	opaque white spot color	opaque white spot color
2	Cyan	Cyan
3	Magenta	Magenta
4	Yellow	Yellow
5	Black	Black
6	SPORTS_PINK	SPORTS_PINK
7	PANTONE 2655 C	PANTONE 2655 C
8	PANTONE 212	PANTONE 212
9	Cool Grey	Cool Grey
10	SPORTS_LIGHTPINK	SPORTS_LIGHTPINK
11	Crease	Crease
12	Cut	Cut
13	Die cut	Die cut
14	SOFT_PURPLE	SOFT_PURPLE

# Trapping?



- Manual job
  - Labour intensive
  - Error prone
- Operator dependant
- How to trap soft masks?





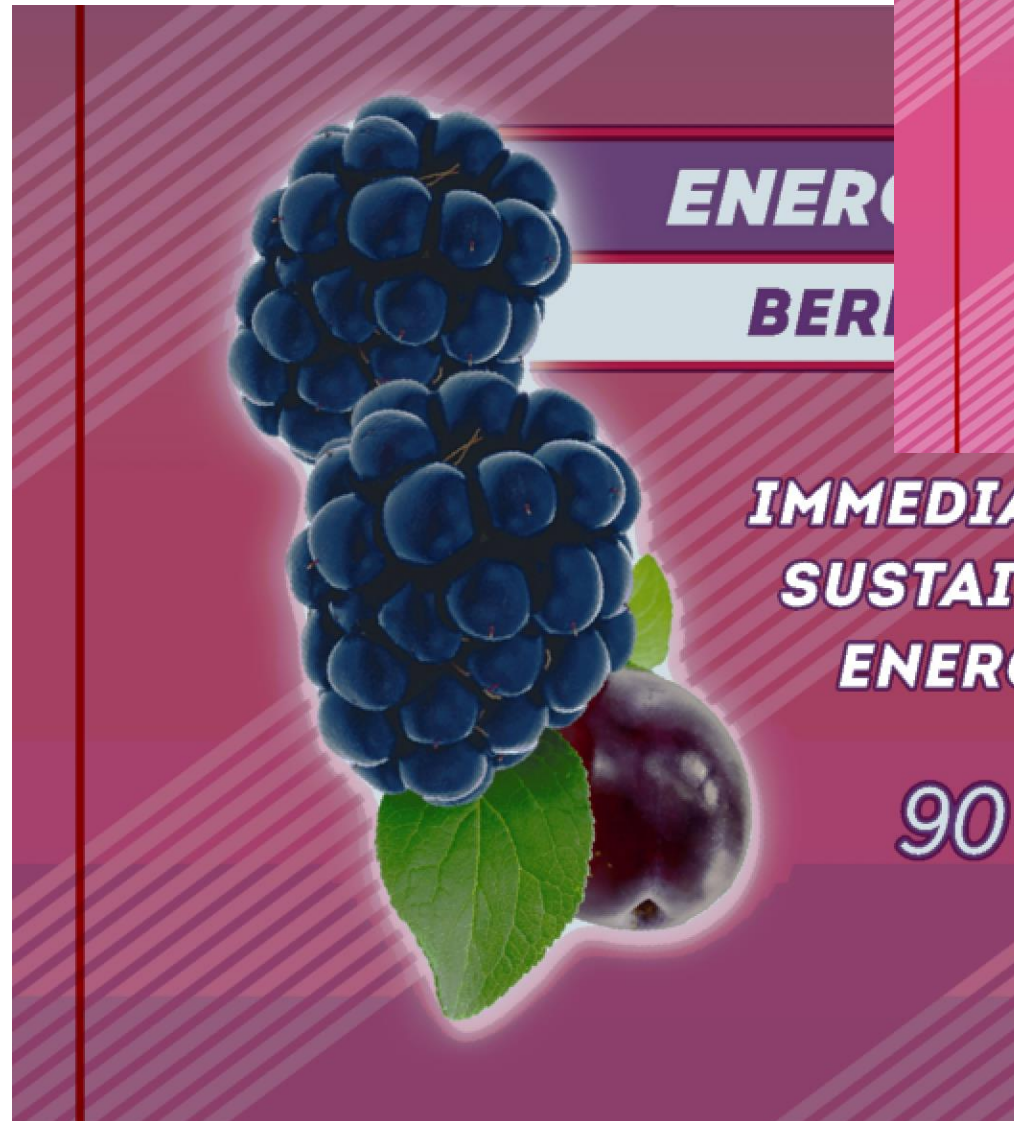
# Trapping!



- Trapping result covers
  - Technical & Aesthetic aspects
- Avoid operator intervention
- Uniform
- Fast & correct

# QA?

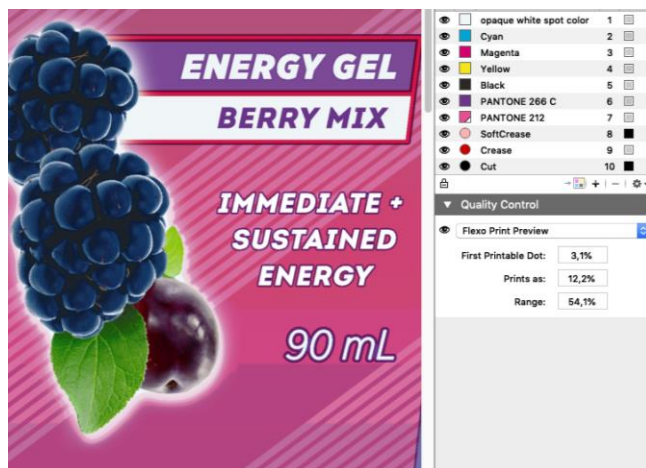
- No visual on incoming and printed differences
- Difficult to predict printed result of a file
  - Flexo limitations
  - Object based screening
  - Moiré
  - Sensitive trapping



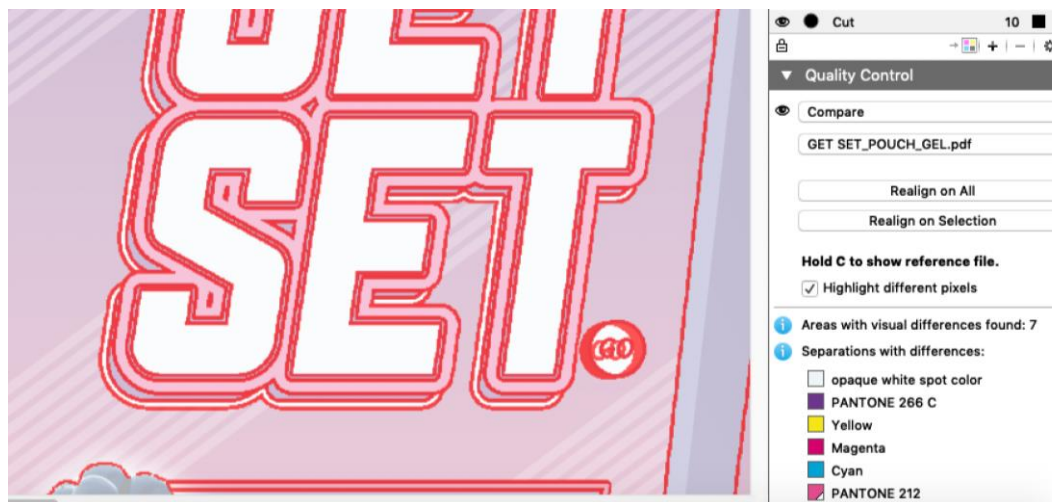


# QA!

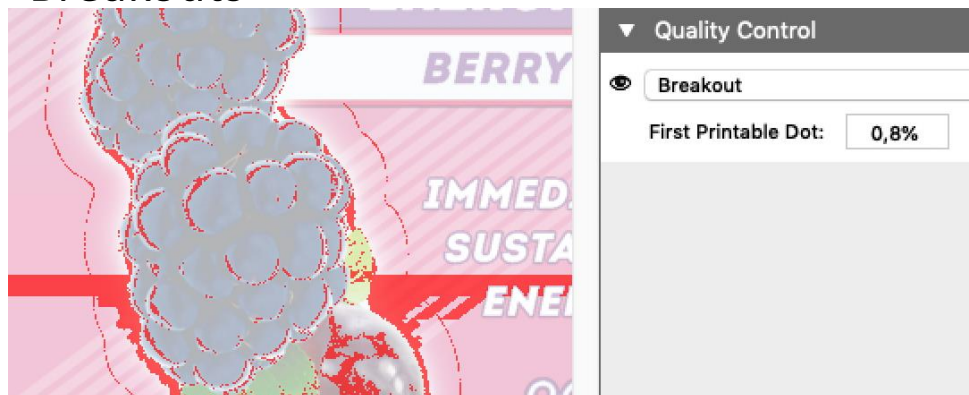
## Flexo Print Preview



## Compare files

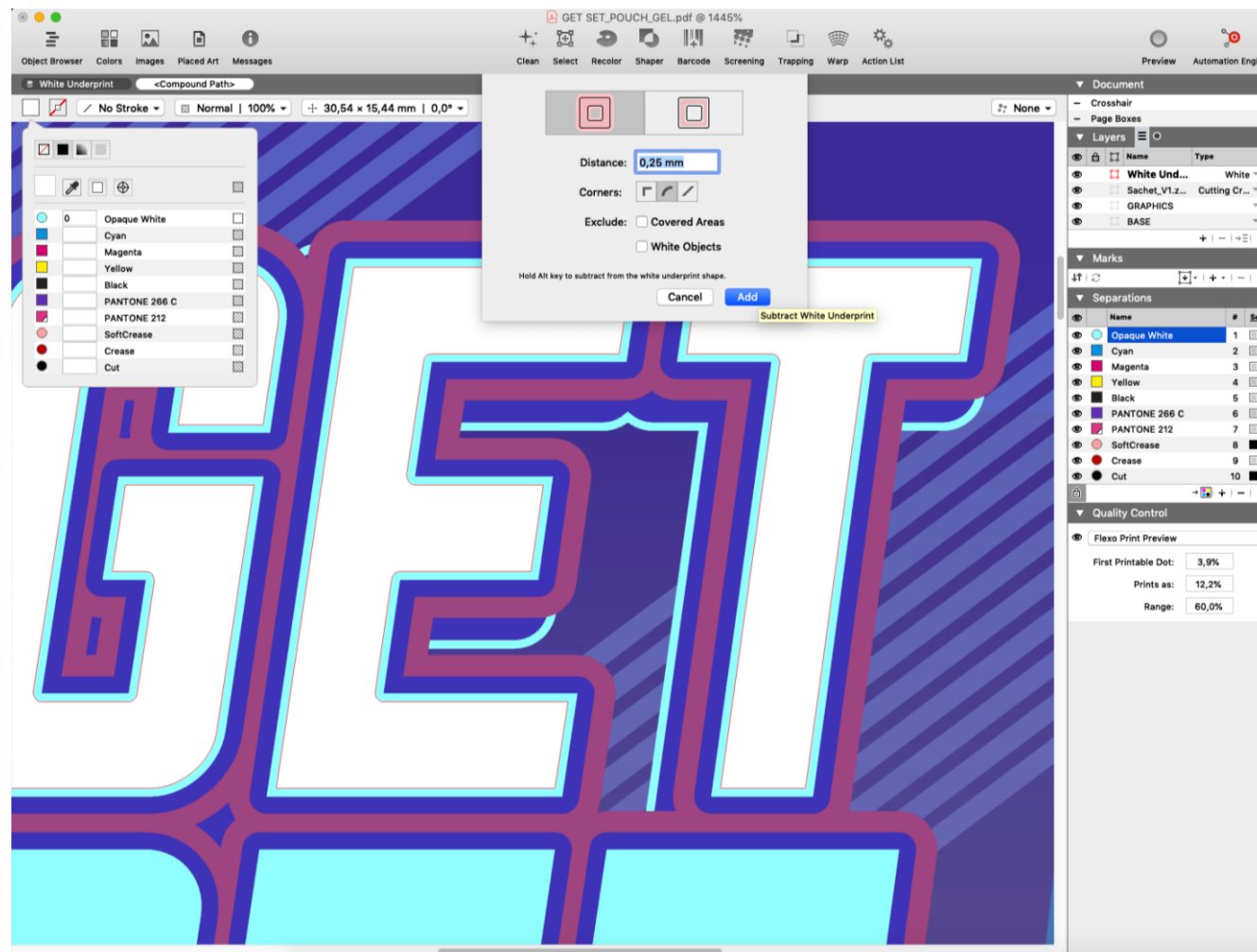


## Breakouts





# White Underprint



- Create white underprint for transparent & metallic substrates
- Add or subtract to existing white underprint layer
- Verify your white underprint with backside view

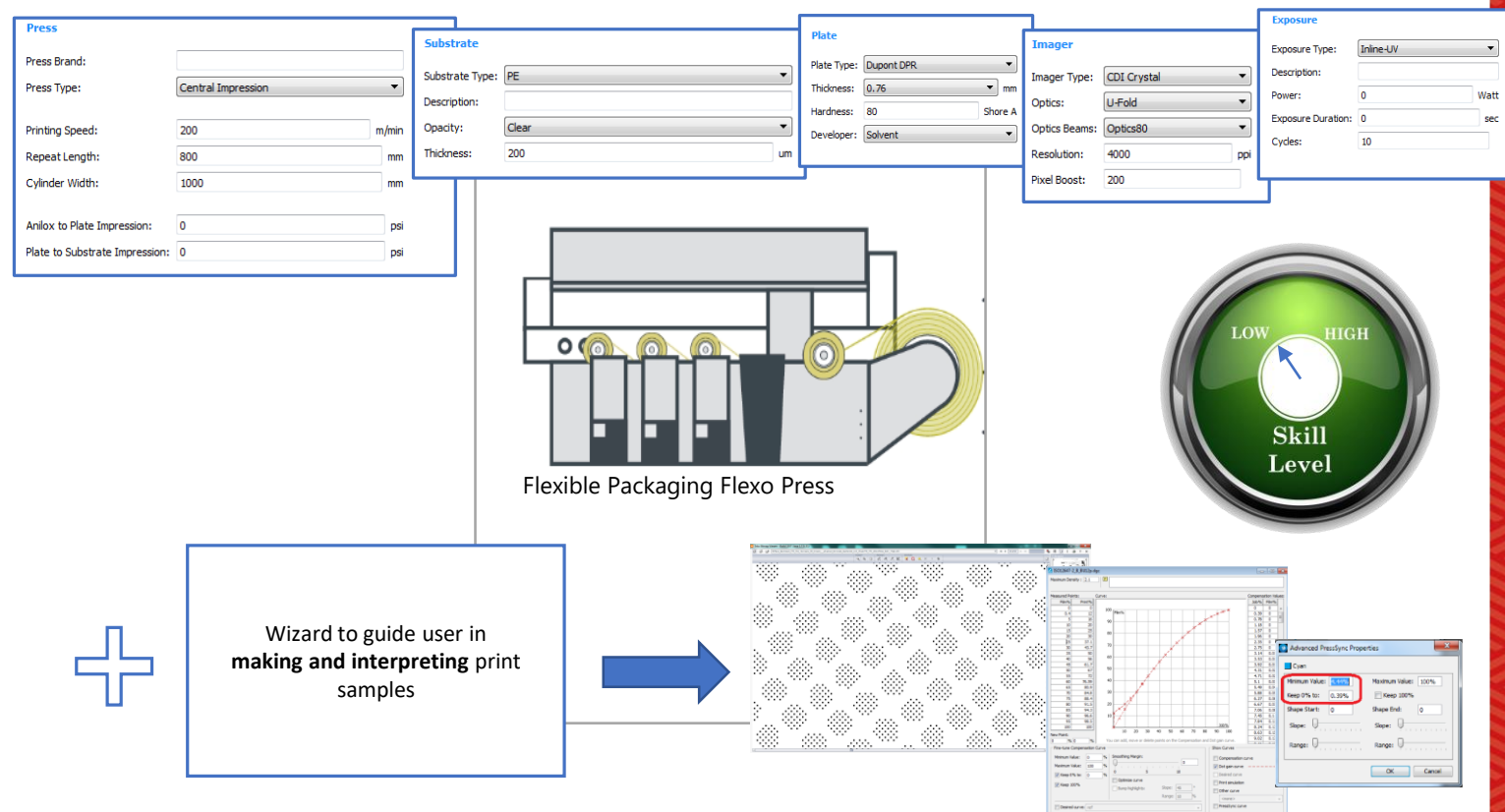
# Color Management?

- Difficult to make print curves
- Labour intensive
- External factors may change
  - Ink
  - Anilox
- Hard to find skilled labour



# Color Management!

- Easy to use wizard interface
- Wizard creates
  - DGC curve
  - Min dot generation
  - Dot clean up
  - All based on your print variables



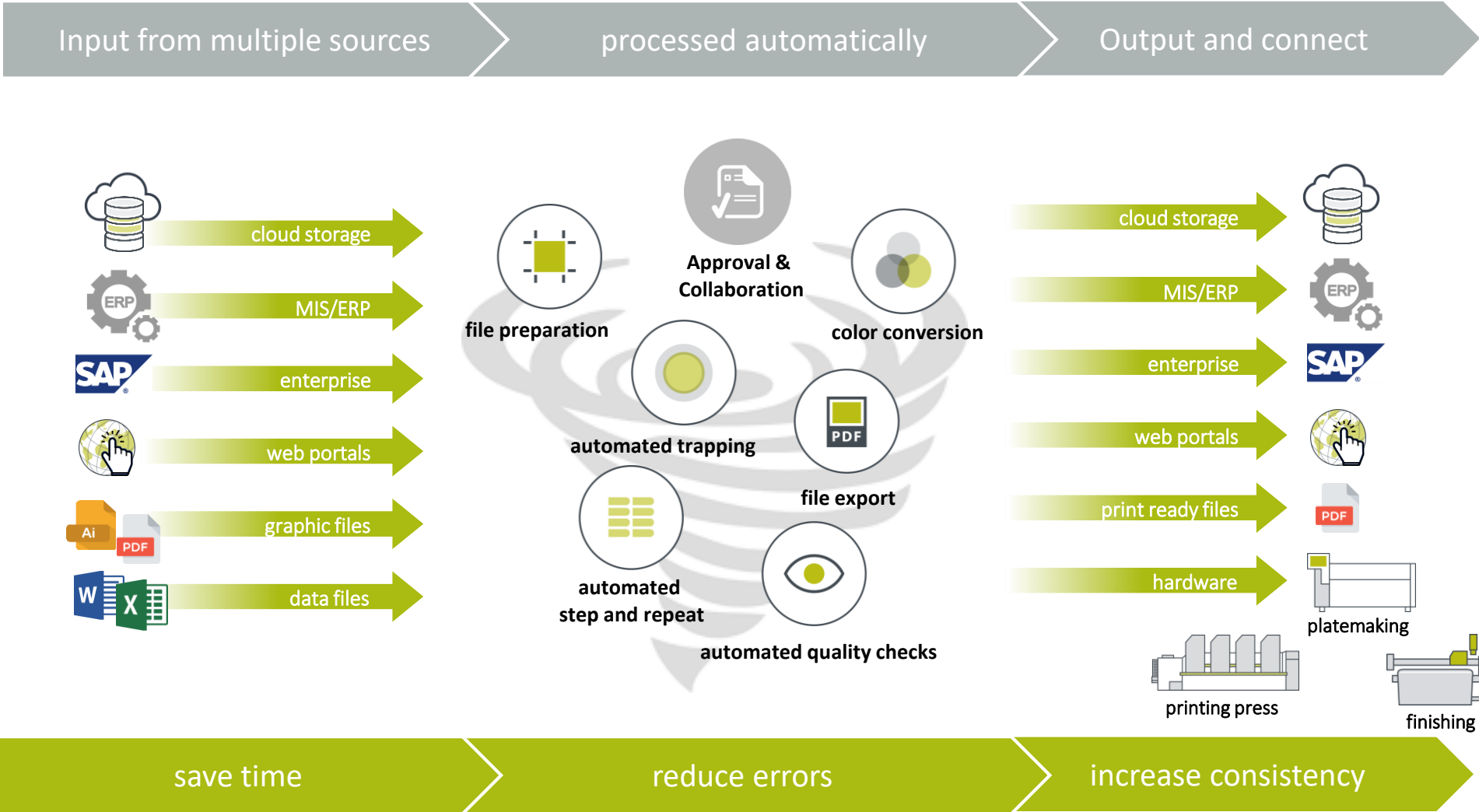


# Automate & collaborate?

- Unstructured communication
  - Approval
  - Data Entry
  - Internal & external communication
- Manual processes & tasks
  - Labour intensive
  - Repetitive actions
  - Errors
- Utilization of skilled labour



# Automate & collaborate!



# Questions?

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