

# Packaging pre-production on Mac and PC



*Prepress professionals need to turn designs into print-ready files as quickly as possible. Short deadlines call for a very productive workflow, without compromising the quality.*

*ArtPro, PackEdge and DeskPack bring the best prepress production tools on Mac and PC.*



*ArtPro and PackEdge dramatically reduce the time spent on the pre-production of packaging and labels.*



## ” Need to deliver consistent high quality prepress results?



ArtPro (Mac) and PackEdge (PC) are the most popular editors for the pre-production of labels and packaging. Dedicated functionality and tools help prepare graphics for a wide array of packaging production (litho printing, flexo printing, gravure, silk screen, digital printing...).



ArtPro and PackEdge dramatically reduce the time spent on the pre-production of packaging and labels. They are easy to learn and easy to use. Both editors are scalable and enable an unparalleled level of productivity and quality.

## ” Looking for high quality prepress in Illustrator® and Photoshop®?



All the high-end packaging and prepress technologies of ArtPro and PackEdge are also available for Adobe® Illustrator® and Adobe® Photoshop®. Turn Illustrator® and Photoshop® into full-fledged design and prepress production tools with the DeskPack modules. Working in your favorite design applications, DeskPack will significantly reduce errors, lead-time and cost.



*Illustrator® and Photoshop® become full-fledged design and prepress production tools.*

# □ Unsurpassed productivity

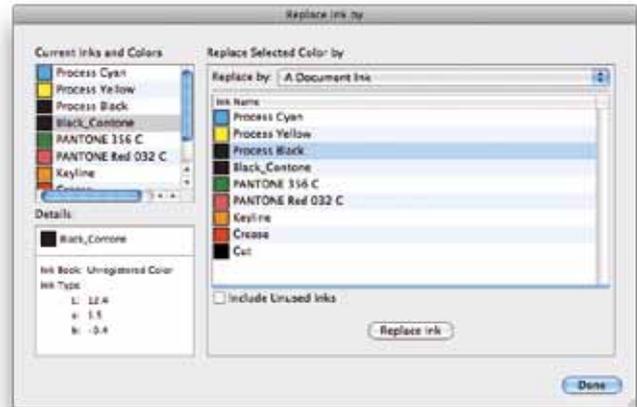
## Editing

All objects – line art, live text or images – can be checked for shape, color, screening, transparency, blend mode and its relation in the file structure (compounds groups and layers). And all these parameters can easily be changed.

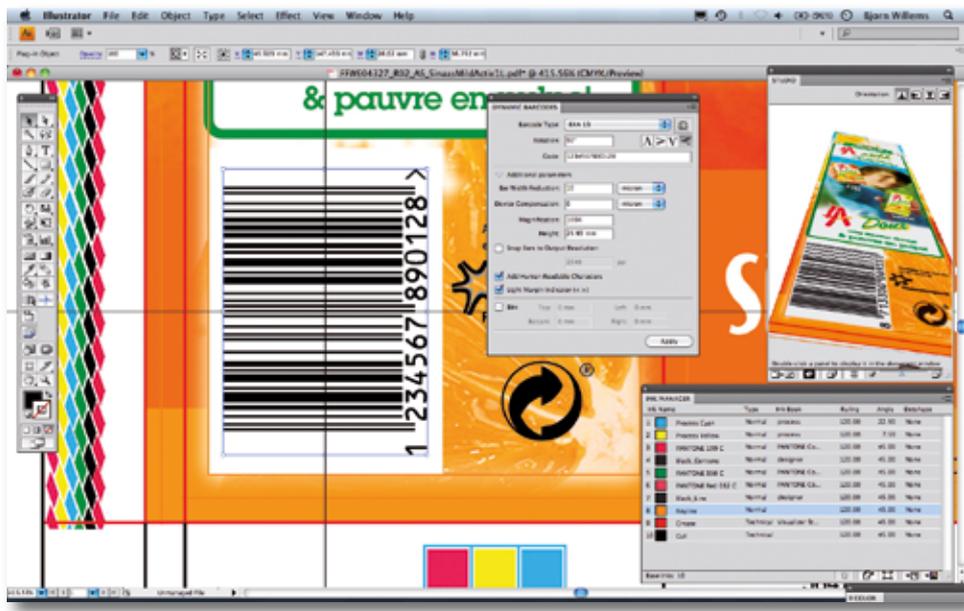
Text can be edited; even text that was split up due to the PostScript or PDF language can be reflowed. All kinds of gradients can be defined and images can be placed and changed. Many image formats are supported: TIFF, EPS, DCS, PDF. All file elements, even images, can use special inks and are not restricted to 4 colors or CMYK.

Barcode creation is straight forward and supports a wide range of industry standards. Necessary checks for optical readability and adjustments for press distortions are incorporated.

Advanced clean-up and editing tools allow detailed analyzing and quick processing of even the most complex packaging designs.



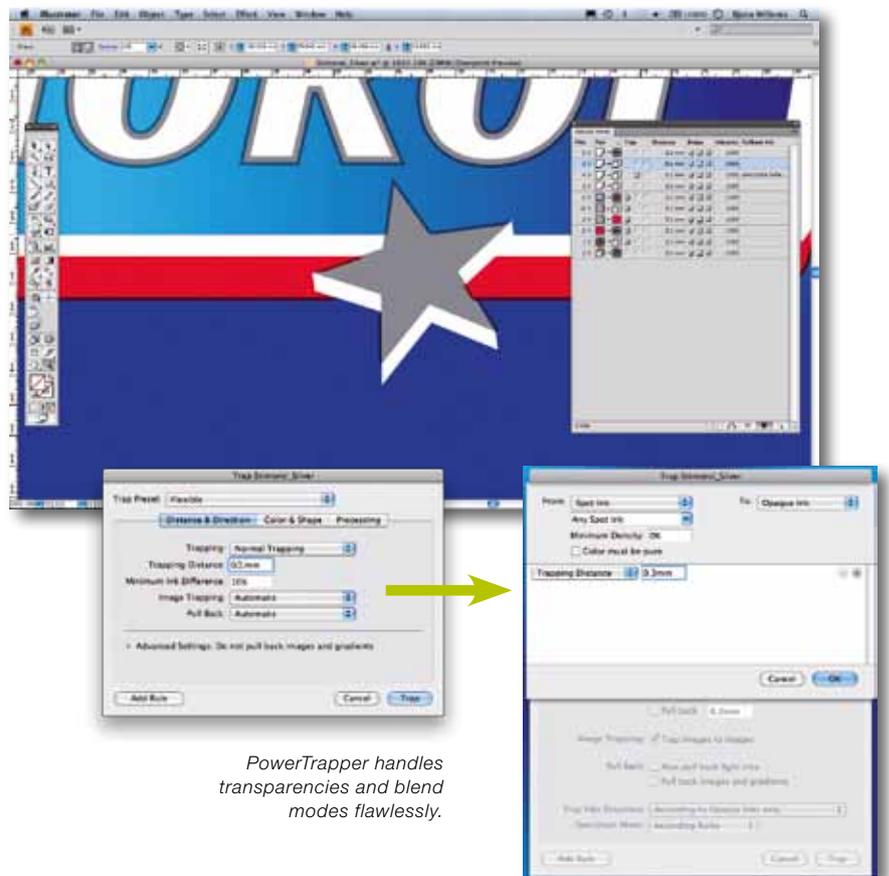
*You have absolute control over all the inks in your job.*



*Creating barcodes becomes very straightforward.*

## Trapping

**PowerTrapper** handles transparencies and blend modes of today's modern design files flawlessly. This trapping module is completely compliant with packaging needs and knows how to handle special color pairs, opaque inks, varnishes, white plates, rich black trapping, etc. All calculated trap objects end up in a new separate layer combined with the ability to edit and modify the trap objects.



*PowerTrapper handles transparencies and blend modes flawlessly.*



*Instant Trapper is by far the easiest interactive trapping solution.*

**Instant Trapper** is by far the easiest interactive trapping solution on the market. Trapping becomes a matter of clicking the 2 elements you want to trap. All traps are placed on a separate layer and centerlines are automatically calculated.



The distortions are based on grids or reference lines.

## Warping

**PowerWarp** allows distortion of a part of or a complete graphic image to compensate for the deformation the printed product will undergo when it adopts its final 3-dimensional shape. The distortions applied to the graphics are based on grids or reference lines created with the same module.

These distortions are dependent on the type of warping necessary: cups, cans, ceramics, blisters, shrink wraps and sleeves. PowerWarp grids can be rendered into 3D animations to evaluate the distortion before real print.

All kinds of packaging need warping: cups, cans, ceramics, blisters, shrink wraps, sleeves...



Extended gamut printing reduces the number of inks used in package printing.

## Extended gamut printing

Reduce the number of inks used in package printing with our module for extended gamut printing. In order to print typical brand colors, printers traditionally use specially mixed inks (spot colors). Each package design usually needs a different set of inks. As a result, inks need to be reset between each job which involves the refilling of ink tanks, a cleaning up process and lost time bringing the press into operation for the next job.

# □ Step and Repeat

## PowerLayout

PowerLayout is a powerful tool for the creation of print-ready layouts for the packaging and label industries. It is the production gateway between the prepress department and the press-room.

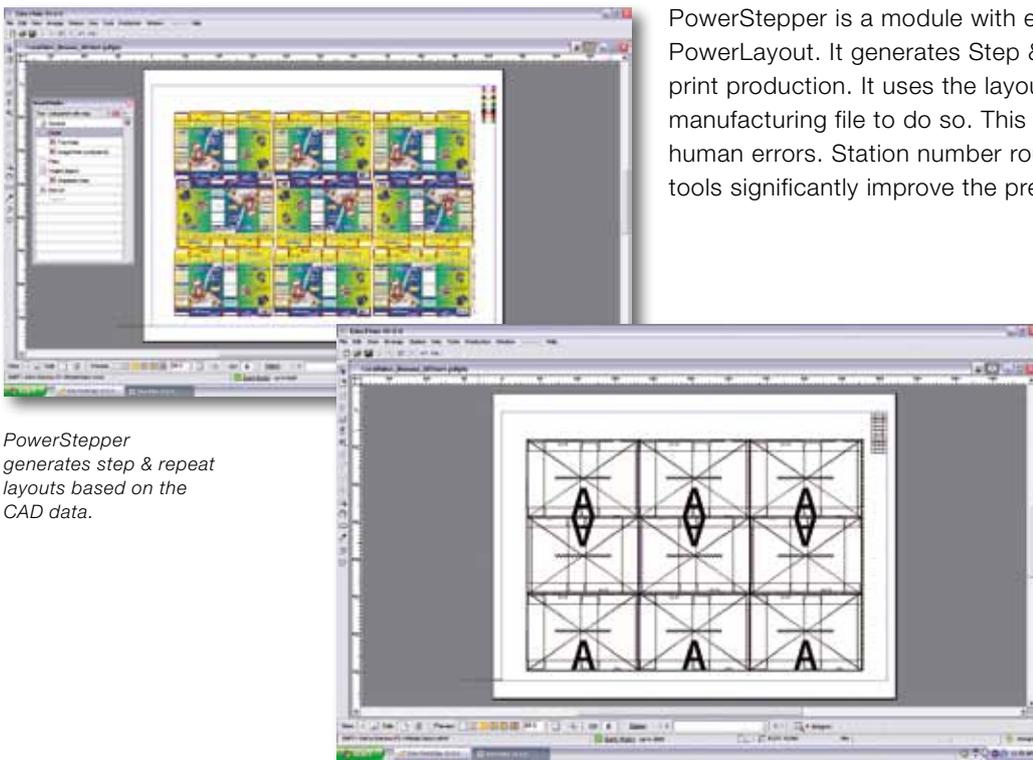
Users who benefit most include narrow web label printers, flexible packaging converters and folding carton offset printers. In each of these production environments, PowerLayout adds control and reduces cost by bringing optimum plate layout in-house. For packaging trade shops that supply final plates or film as their core competencies, PowerLayout brings extreme flexibility and quality to the workflow.



*PowerLayout creates print ready layouts for the packaging and label industries.*

## PowerStepper

PowerStepper is a module with extra functionality for PowerLayout. It generates Step & Repeat assets for print production. It uses the layout parameters of a die manufacturing file to do so. This integration eliminates human errors. Station number routines and masking tools significantly improve the prepress efficiency.



*PowerStepper generates step & repeat layouts based on the CAD data.*

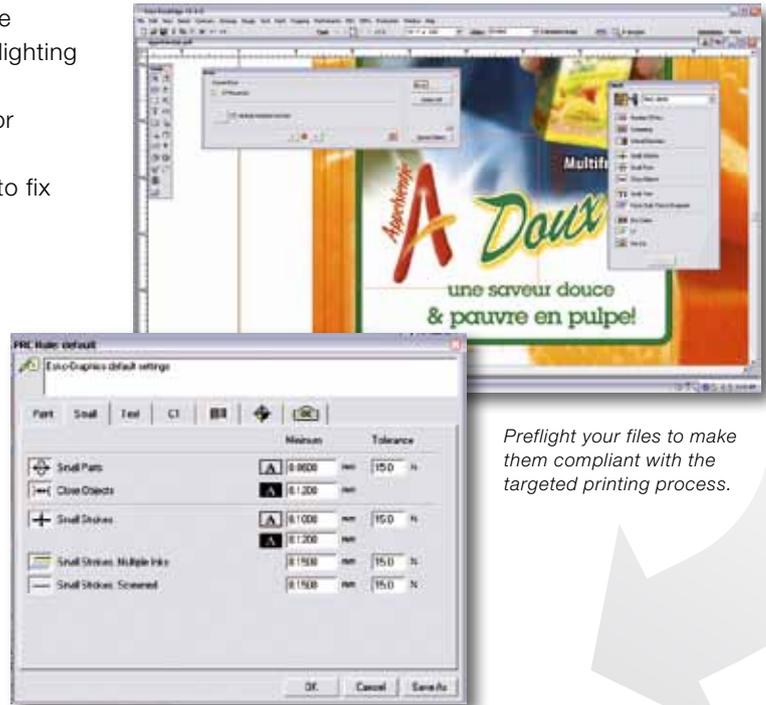
# □ Quality control

## Preflight

Your print files need to be in compliance with the limitations of the targeted printing process. Preflighting is a necessary step in your workflow.

Verify your files against specific characteristics or limitations: you avoid expensive press stops.

An auto-correction feature assists the operator to fix a range of violations with a single mouse-click, eliminating the need of editing each individual object property.



## Design import & export

Designs turn into fully editable files by taking them into ArtPro or PackEdge through a very robust import mechanism.

Import any PDF, PS, and EPS/DCS file into print workspace, using Adobe® PDF libraries. Document structure such as pages, layers, groups and compounds as well as object properties like fills, strokes, transparencies, blend-modes remain editable.

Apart from extensive preflighting, the import filter offers expert control on the incoming files separation remapping, on the fly ink conversions to Opalitone®, Hexachrome®, Indichrome® or other multi-color systems, OPI swapping, font management. All imported files are enriched with production critical metadata.

# □ Viewing

## High resolution separation viewing

Viewer offers high resolution separation viewing, as if you were inspecting your final printing plates. A set of smart view modes helps the operator to focus on critical areas and to apply the necessary corrections.

Viewer offers Separation preview, Color preview, TAC (Total Area Coverage) preview, Flexo Plate preview, Flexo Print preview and Registration Error preview as well as a precise digital densitometer.

It allows verifying the printed result even before expensive proofs or plates are made.

The Registration Error preview simulates the press misregistration per separation, allowing the operator to check for instance if the applied trapping distance covers the press misregistration tolerance to avoid gaps.



*The viewer offers high resolution separation viewing.*



*The Registration Error preview simulates the press misregistration separation.*





3D preview allows you to spot mistakes early in your workflow.



Common mistakes are revealed right away.  
Here: graphics on the wrong side of the seam.

## Work in 3D

Studio Designer adds a 3D preview to your editor. You can place structural design files from ArtiosCAD, Collada files ... See the package directly, in 3D, complete with the artwork. Navigate in 3D, zoom in on problem areas; the canvas automatically rotates to make your life easier.

Designer reduces time-consuming mock-ups, allows you to spot design errors faster and takes away the guesswork from 2D flats. For folding carton or corrugated packaging, the structural designs are supplied by ArtiosCAD or the Studio Toolkit for Boxes. For flexible packaging structures, EskoArtwork offers Studio Toolkit for Flexibles.

Shorten approval cycles: export the result directly to 3D PDF, U3D or TIFF and forward soft proofs to your client.



The error has been spotted in time.  
The problem with the seam is corrected.

# □ Integration

## CAD-Graphics integration

Structural and graphic professionals need to communicate without conversion barriers. Our editors import the industry's most important native CAD file format ArtiosCAD and common formats such as CFF2, DXF and DDES.

Many printing errors are related to graphics that don't really fit the structural file. After finishing the conceptual design of a packaging, several parties are working on either the graphical or the structural part of the job, often in different applications.

Only during the finishing or filling stage of the production workflow, both sides meet each other again. Errors this far in the production process are intolerable. That's why physical mock-ups are made during the proofing phase to do quality checks.

With Studio Designer, you can check the CAD-graphics alignment throughout the entire workflow. Every error is detected without making one physical proof, saving time and money.

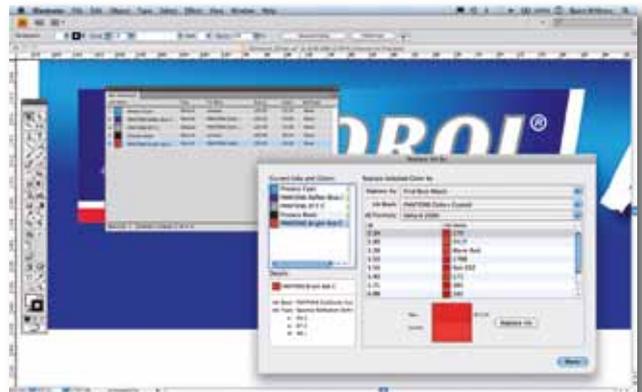


The CAD data and the graphics are integrated.

## Share color data throughout your workflow

You already share files, fonts, images and production specifications throughout your workflow. You need to do the same for the critical color information that goes along with the brands and packaging.

Access central color data from your prepress stations. This way you're sure that you whole workflow is color correct and predictable.



Use centralized color information throughout your workflow.

## Connect to your workflow server

From any one of the interactive editing applications (ArtPro, DeskPack, PackEdge) you can now launch a workflow on the Automation Engine.

### Automation Engine



Automation Engine sets a new standard for prepress workflow automation. It is a new modular workflow server with dynamic workflows that are easy to set up and operate.

Automation Engine ensures increased efficiency and throughput and saves time and money. It is, by all standards, an exceptional answer to the daily challenges of print professionals who need to increase quality, reduce errors and drive cost out of the process.

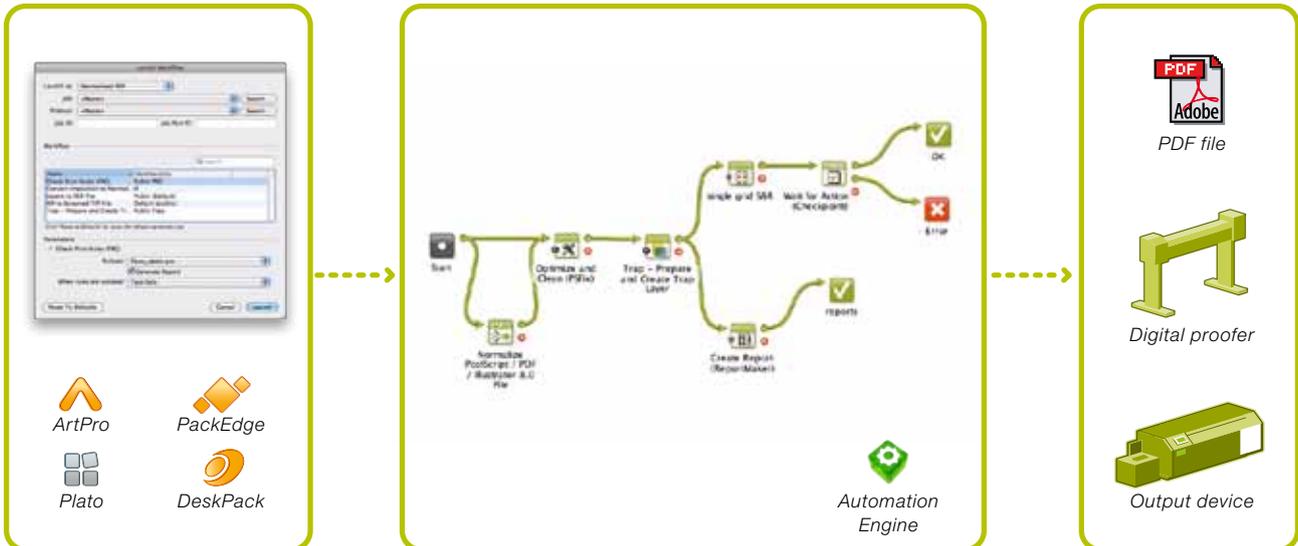
### Easy workflow interface with Shuttle

A module called 'Shuttle' offers an easy user interface for operators who require limited interaction with the workflow. Through public parameters the system manager decides what options the operator is able to control.

Shuttle greatly simplifies overall operation and reduces the number of required workflows.



Shuttle grants operators restricted rights to launch workflows from ArtPro, PackEdge, Plato and Adobe® Illustrator®.



Shuttle offers an easy user interface for operators who require limited interaction with the workflow server.

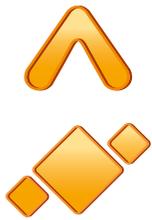
Automation Engine integrates seamlessly with any existing infrastructure, accepting a wide range of desktop publishing formats.

Output to production files, proofing devices, digital flexo imagers...

# Packaging pre-production on Mac and PC

If you work on a Mac or use PC and you want dedicated editors or just need extra functionality in Adobe® Illustrator® and Adobe® Photoshop®, EskoArtwork has the right tools.

## ArtPro and PackEdge



ArtPro and PackEdge are full-featured packaging preproduction editors. The both offer unique technologies and dedicated tools focused on your major prepress pain points (e.g. CAD/graphics alignments, trapping, distortion, screening, barcodes, ...).

If you want to drastically reduce the cost of errors and increase the efficiency of your preproduction department, ArtPro and PackEdge are the answer.

ArtPro runs on Mac , PackEdge runs on PC .

## Plato



Plato is a powerful tool for the creation of print-ready layouts for the packaging and label industries. It is the production gateway between the prepress

department and the press room.

Plato runs on PC .

## DeskPack



DeskPack turns Adobe® Illustrator® and Photoshop® into full-fledged packaging applications.

Using EskoArtwork's pre-production knowledge, you can now boost productivity and reduce errors while working in your favorite design application.

A set of modules that fits any prepress environment. From importing structural design files (CAD data) all the way up to creating repetitions of print-ready production files, DeskPack offers the best solution to get the job done.

DeskPack consists of

- Dynamic Barcodes for Illustrator®
- Preflight for Illustrator®
- PowerTrapper for Illustrator®
- Instant Trapper for Illustrator®
- Viewer for Illustrator®
- PowerLayout for Illustrator®
- Image Extractor for Illustrator®
- Screening for Illustrator®
- Seamless sleeves for Illustrator®
- Tables for Illustrator®
- Channel Mapping for Illustrator®
- Ink Tools for Photoshop®
- Flexo Tools for Photoshop®



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