PACKAGING
SIMPLIFIED

ESKO✸

Table of contents

Esko,
the industry benchmark

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For decades now, Esko helps brands, designers, premedia companies, tradeshops and printers/converters to manage, create and produce better packaging, signs and displays. Esko's range of integrated software and hardware solutions are globally recognized to be the industry benchmark.

Packaging for
9 out of 10
major brands is produced by Esko customers

Esko for Brand Owners

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Esko brand management solutions provide visibility and control. It's a reality that today's world is getting more complex every day. Digital and physical communication with the consumer must converge for a successful market introduction. Esko brand management solutions provide visibility and control over digital packaging assets and physical packaging production, all the way from the idea to the shelf.

Esko for Designers

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Design better packages and displays, faster. Intelligent structural design tools create packaging assets with maximum shelf appeal. Material and design libraries facilitate the design of shipping cases and pallet loads. Hyper realistic 3D mock-ups simplify the communication and approval process with the brand owner and simultaneously produce content for cross media campaigns. Validating creative packaging concepts has never been easier on the shelves of a 3D virtual supermarket.

Esko for Premedia and Tradeshops

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Turn packaging designs into print-ready files and plates with easy to use prepress tools from the market leader. Workflow automation software avoids spending valuable operator time at repetitive and mundane tasks. Integrated preflight and quality control tools leave no error undetected. Web-based collaboration and approval software tightly integrates prepress services with the entire packaging supply chain, from idea to shop shelf. Esko flexo plate making solutions produce consistent top quality plates for maximum on-press stability and best-in-class flexo print quality.

Esko for Printers and Converters

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Empowered to print short runs effectively. Workflow integration, lights-out automation and online collaboration software unlock tons of printing and converting capacity. Reliable order estimating improves production planning and reduces idle time in print production: deliver on-time and protect your margin. Better managed job hand-over from one supply chain step to the other: avoid confusion, errors and costs. Standardize the printing process on a fixed set of 5, 6 or 7 inks and increase press up-time by up to 50%. Esko digital cutting tables are the perfect companion product for short run finishing of cartons, displays and signage.

Packaging
Simplified

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Answers to today's business needs

Brands clearly understand the value of better packaging. They know that better packaging helps them to make their products more successful, to simply sell more.

But better packaging, better labels, better signs, better displays typically means diversification, customization, sometimes even personalization. And this leads to more SKU's, short print runs, and shorter turnaround times, often at no extra price.

At the same time, compliance becomes more challenging every day. Quality needs are increasing – the packaging is the product – and our customers experience more and more challenges in finding enough skilled operators and users.

The packaging process is getting more and more complex. And it's Esko's aim to simplify it.

Esko helps you tackle those challenges

These trends are global and impact the entire packaging process: from idea to shelf, from the brand to the designer, from the prepress operator all the way to the printers and converters.

Esko tackles these pressing challenges by integrating and simplifying every step of the packaging management, design, prepress and production process.

Esko provides an outstanding user experience, effectively reducing the learning curve for both software and hardware operators. But while we make our solutions easier to use, we take care to increase flexibility, speed, productivity and help companies deliver superb quality.

Esko understands the packaging world is getting more complex. Our expertise and innovations help companies master this complexity and remain successful in the world of tomorrow.

Take control of packaging projects and reduce time to market by
35%

Packaging
Management

Take control of your packaging, from design to production. Manage regulatory content. Keep track of valuable assets, both digital and physical. Streamline your multi-channel marketing efforts.

Specification management
Specification management uses digital forms to accurately define the scope of a packaging project, capturing requirements and providing online tools to collaborate during content gathering.

Process management
Complex business processes are mapped and executed using a process management canvas. For each step in the process, users get tasks assigned, data is presented in design tools, and tasks are automated. An easy to configure framework integrates with 3rd party systems and maintains data integrity. Real time progress monitoring and powerful reporting tools are used to analyze past data and enable continuous process improvements.

Approval management
Viewing and approving graphical and structural files can be done in any standard browser. Esko's powerful 3D viewer for actual packaging

production files is unique in the industry. The viewer's compare functionality is second to none and offers all users peace of mind, even under strict deadlines.

Digital asset management
Organizing packaging assets in a Digital Asset Management (DAM) is more than just finding logos, images, color specifications, CAD designs or text files. It's about ensuring that all stakeholders are using the correct and approved assets. It's about making it easy to share packaging assets for campaigns and sales support.

From brand ideation, to the store shelves and beyond: knowing where assets are throughout their lifecycle makes it easier for companies to track the performance and consistency of their most important asset: their brand.

Structural
Design

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Good packaging broadcasts an alluring brand message to potential buyers. It's the cornerstone of any marketing mix. Esko's 3D and CAD editors help packaging and display designers work faster and smarter, even when designing the most complex multi-part POP displays.
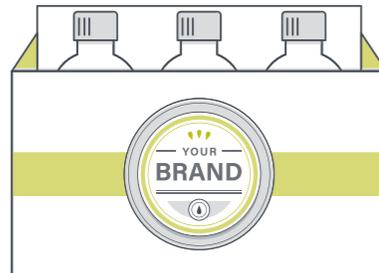
Design complex multi-part POP displays up to

90%
faster

Instant 3D

Packaging designers need to think in 3D. Esko's software adds the third dimension with instant and accurate 3D feedback. Designers build packaging and POP displays from scratch or generate them from templates with the click of the mouse. Designing multi-part packaging and POP displays becomes simple, smarter and more productive; guesswork, waste and errors are removed from the workflow.

Align packaging design and shipping

Companies save time and money by aligning packaging design and shipping by using Esko's right sizing and palletization tools. Dedicated palletizing software helps to improve product sizing and to create new case sizes. Operators are able to build the most efficient pallet design; and improve material and cube utilization.
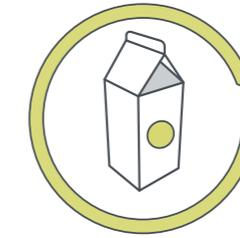
Intuitive
3D tools reduce
design time by
85%

Graphical
Design

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Getting graphical design for packaging and displays right the first time is not that easy. The number of packaging SKUs is on the rise, and in store displays become more and more elaborate. Esko's tools help test those designs in the market, long before going into production.

Hyper realistic visuals
Designing packaging and POP displays directly in 3D allows a lot of freedom. Designers add graphics and test a wide range of substrates, printing and finishing effects in real-time. Not only is it easier to test ideas and get new and updated SKU designs ready faster; it's also possible to spot design mistakes early in the process.

Test visual impact where it matters
Benchmarking packaging concepts on a virtual shelf, next to the competition, is a simple next step. Brands and agencies can test the visual impact of packaging design where it all happens: the store. Designers are able to present a complete product launch – with displays and other branded items – in an immersive virtual retail environment.

50%
faster job turnaround
with fast prepress
solutions
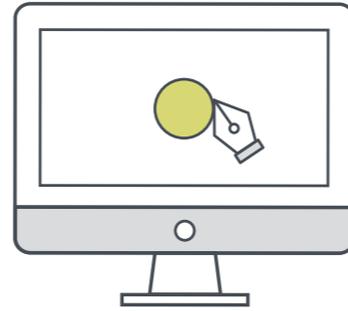
Artwork
& Repro

The growing number of short print production runs, the demand for a faster time to market and the lack of skilled operators puts pressure on packaging preproduction operations, no matter what print technology is used.

Premedia houses and converters around the globe need to process ever more packaging, label, display and signage jobs and they need to do it faster and at a lower cost. Esko's wide range of software solutions for artwork creation and prepress make this possible.

Fast & intuitive prepress
Esko is the global leader in high-end prepress for packaging and label production. Intuitive, PDF native prepress tools make it easy for operators to get jobs press ready in no time.

All tasks that do not need operator intervention can be automated with modular and dynamic packaging-specific workflows. Automating workflows creates a lean prepress operation and gives prepress operators time to create value for their brand customer.

Manage packaging projects in the cloud
Companies that look for project and process efficiency use Esko's smart and centralized cloud-based platform to manage assets, packaging approvals and project life cycles. Working with production data in accurate 3D streamlines the approval and project management processes.

The software even includes a controlled and automated process for updating existing artwork and for creating multiple variants for a single product.

A Software Platform
Many Esko software solutions are available as a perpetual license or as a monthly or annual subscription plan. Companies can choose the business model that best fits their requirements.

Plate handling takes up to
73%
less operator time

Flexo
plate making
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Esko invented digital flexo imaging and is the undisputed global market leader. We continue to innovate by pushing flexographic print quality to new standards and by making flexo plate production as simple as producing offset plates.

The range of CDI flexo imagers produces superb flexo plates which are the recognized industry benchmark for quality, stability and consistency. Esko flexo plate making solutions are open to all brands of digital plates and sleeves used in the industry.

Simplified flexo platemaking
To enable efficient short run flexo printing, it is quintessential to take time and cost out of the flexo plate making process.

That's why Esko re-engineered the flexo plate making process. We integrate plate imaging and front & back exposure in one solution.

This reduces manual handling for a number of process steps, and cuts back on equipment footprint.

Esko's solution shortens the time it takes to produce a plate, improves plate consistency and ease of use.

Reduce manual handling
Producing flexo plates becomes as easy as pushing a button. Esko integrates flexo plate making with the prepress workflow and puts prepress operators in the driver's seat: they can monitor job statuses, prioritize queues, insert rush jobs and balance workloads between imagers.

Printing

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How can packaging converters deal with the increased complexity of mixed printing environments – digital, flexo, gravure, offset? And how can they achieve color consistency across an ever-growing number of substrates and manufacturing locations?

Smart output and color management solutions enable screening, color specification, proofing and extended gamut printing across the packaging and print supply chain.

Extended gamut printing

Extended gamut printing enables profitable production of short run jobs on conventional presses. Customers using extended gamut printing reduce job changeover times and press downtime, produce more short run jobs per day, and reduce media waste and ink inventory.

- Up to 53% reduction in job changeover time
- 25% ink savings in flexible packaging
- Up to 34% reduction in printed waste per job changeover

Extended gamut printing increases press uptime by up to
50%

Finishing

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The rapid growth in short run packaging, signage and display production results in an increased demand for a fully automated and integrated workflow: from estimation and on-time production planning, all the way to precision contour cutting, creasing and milling of a wide range of materials.

Solid benchmark

Kongsberg cutting tables are the industry benchmark of solidity, performance and quality. There is a Kongsberg cutter and router for every need, whether companies want the flexibility to tackle versatile and creative jobs; or whether they focus on heavy duty short run production.

Boost throughput

In order to boost job throughput, Esko goes beyond making fast and reliable cutting tables. To optimize the total performance, we add smart features to the table, and eliminate – or automate – steps throughout the workflow.

Setting up the table, for instance, is faster than ever before; all settings are stored in an expert system with shared resources. Changing tools and replacing blades between jobs becomes largely automated and a lot less complex.

Various options for automatic sheet loading and stacking allow for a wide range of configurations, even for unmanned digital cutting operation.

The workflow generates press ready jobs and estimates time and cost. Operators have a complete overview of all running and queued jobs, giving them control to prioritize table queues, insert rush jobs and balance workloads between tables.
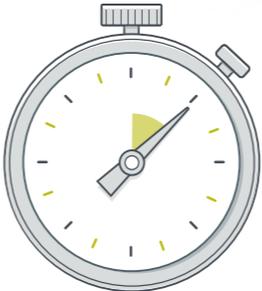
Smart set-up features increase table output up to
20%

Global
Services

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Esko solutions are mission critical in production environments around the globe and around the clock. With +500 qualified service engineers, we have the biggest team in the market to help improve customer processes and to guarantee maximal uptime and performance.

Esko Academy
Professional training enhances the skills of employees, increases productivity and positively impacts the fast return on investment.

Customer Services
For a maximum uptime, it is essential that Esko customers can rely on fast and continuous customer support in their native language. Esko's experienced support network is second to none in the industry. Its skilled staff helps resolve technical soft- and hardware issues in the fastest possible way.

Solution Services
Esko's Solution Architects and Project Managers are uniquely placed to successfully design, implement and launch Esko software solutions. They align entire organizations for success.

Financing Services
Investing is not something companies go about lightly. Esko Finance offers a wide range of flexible financing solutions for software and hardware.

+500
service staff help improve customer processes & guarantee maximal uptime

About
Esko

Esko is a global supplier of integrated solutions for the packaging, labels, sign and display industries.

Esko has been innovating the graphic arts industry for decades now, with award-winning integrated software and hardware solutions that help companies manage, create and produce better labels, packaging, signs and displays.

Esko employs over 1,500 people worldwide. Its direct sales and service organization covers Europe, the Middle East and Africa, the Americas and the Asia Pacific, Japan and China regions and is complemented by a network of distribution partners in more than 50 countries.

Esko is headquartered in Gent, Belgium, and has R&D and manufacturing facilities in five European countries, the United States, China and India.

Enfocus, with its suite of automation solutions and PDF quality control tools for printers, publishers, and graphic designers, is an Esko subsidiary.

MediaBeacon, with its digital asset management (DAM) solutions, is also part of the Esko family.

Esko is a **Danaher** company. (www.danaher.com)

Want to know more?

Belgium	Kortrijksesteenweg 1095, 9051 Gent	Tel. +32 9 216 92 11	info.eur@esko.com
USA	8535 Gander Creek Drive, Miamisburg, OH 45342	Tel. +1 937 454 1721	info.usa@esko.com
Brasil	Rua Professor Aprigio Gonzaga, n° 78, 11° andar - Conjunto 113/114, 04303-000 - São Paulo	Tel. +55 11 5078 1311	info.la@esko.com
Singapore	8 Changi Business Park Ave 1, UE BizHub East #07–51, South Tower, 486018	Tel. +65 6420 0399	info.asp@esko.com
Japan	Telecom Center Building, West Wing 6F, 2-5-10, Aomi, Koto-ku, Tokyo, 135-0064	Tel. +81 (3) 5979 6086	info.japan@esko.com
China	Floor 1, #2 Building, 1528 Gu Mei Road, 200233 Shanghai	Tel. +86 21 60576565	info.china@esko.com

us

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