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A Technical Report

Prepared by

Committee for Graphic Arts Technologies Standards (CGATS)

Graphic technology — Package development workflow — Design concept through approved production file

SECRETARIAT
THE ASSOCIATION FOR PRINT TECHNOLOGIES (APTech)

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TECHNICAL REPORT

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Any questions regarding this Technical Report should be addressed to the CGATS Secretariat, APTech The Association for Print Technologies, 1899 Preston White Drive, Reston, Virginia 20191-4367.

Contents

Annexes

Foreword

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This report was prepared by the members of CGATS Special Task Force 1 (STF1), Electronic Design Workflow for Packaging. At the time of its approval by CGATS, the following were the Participating Members:

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Introduction

Packaging and packaging graphics have a significant influence on the consumer buying decision. Successfully executed graphics can mean many dollars in extra sales to a company. Equally important is the time-to-market for new products and/or new packaging, since getting to market more quickly can also represent large volumes of additional sales.

The primary goal of the Package Development Process is to quickly, efficiently, and cost effectively provide packages that are attractive to consumers and that provide differentiation in the marketplace. To consistently attain this goal, a Consumer Products Company must establish a manageable, predictable flow of information and material among the partner firms participating in the package development and manufacturing process.

While each organization (and product that is printed) follows a unique workflow based on individual needs, there are many common elements, and there are certain fundamentals of information transfer that are common to all. It was the realization that everyone would benefit if these common elements could be somehow defined or codified that drew a group of industry participants together in 1999 as Special Task Force 1 (STF1) under the CGATS umbrella.

The participants knew that without cooperation along the supply chain, delays and cost overruns are common. The participants in STF1 quickly realized that the variables in package development are far too diverse for a standard to make sense. However, the Task Force felt that a Technical Report would provide a model or "best practice" workflow for moving the process from concept through prepress. Such a model could be used as the basis for development of individual workflows and would provide a checklist of the issues that must be addressed in such individual workflows.

This Technical Report is intended to facilitate communication among all participants in the packaging development process from concept to preparation of an approved production file. It establishes a reference workflow, recommends roles and responsibilities of participants, provides default specifications for the information/materials exchanged at each step of the workflow, and identifies guidelines and standards that can be used to further define required parameters.

For the purposes of the workflow outlined in this Technical Report, the division between preparation and printing has been chosen to be an approved production file. Other technical reports will pick up the additional steps in the process through final print production and finishing.

All of the participants in STF1 that developed this Technical Report can point to successes and benefits where this type of model has been followed. The benefits not only include increased sales from getting the product into the market more quickly, they also include:

- fewer errors that increase cost and time to market;
- more consistent printed results reducing production costs;
- more creative participation from participants because of timely introduction to the project;
- reduced management effort because roles, responsibilities, and specifications are clearly established.

This reference workflow provides Consumer Product Companies a tool to lead their supplier teams to new levels of success. The Task Force members wholeheartedly endorse this Technical Report as a means to make everyone's work life less stressful.

Graphic technology — Package development workflow — Design concept through approved production file

1 Scope

This Technical Report describes a model, or reference, workflow for the packaging development process from the identification of a project through preparation of an approved production file.

It defines the total set of information that needs to be addressed in a workflow, yet allows for variations based on individual needs. It is intended for use as a reference in the creation of workflow procedures for specific organizations or products.

2 References/Bibliography

The following documents, many of which are referenced in the text, supplement this Technical Report and are recommended guides in the preparation of specific workflow procedures. CGATS maintains a registry of currently valid ANSI and International Standards that impact the graphic technology industry, as well as referenced documents.

ANSI CGATS.4, *Graphic technology — Graphic arts reflection densitometry measurements — Terms, equations, image elements and procedures*

ANSI CGATS.5, *Graphic technology — Spectral measurement and colorimetric computation for graphic arts images*

ANSI CGATS.6, *Graphic technology — Specifications for graphic arts printing — Type 1*

ANSI CGATS.9, *Graphic technology — Graphic arts transmission densitometry measurements — Terms, equations, image elements and procedures*

ANSI CGATS.11/PIMA IT2.11, *Graphic technology and photography — Reflection and transmission metrology — Certified reference materials — Documentation and procedures for use, including determination of combined standard uncertainty*

CGATS TR 001, *Graphic technology — Color Characterization Data for Type 1 Printing*

ANSI CGATS TR 012, *Graphic technology — Color reproduction and process control for packaging printing* (under development)

ANSI IT8.6, *Graphic technology — Prepress digital data exchange — Diecutting data*

ANSI IT8.7/1, *Graphic technology — Color transmission target for input scanner calibration*

ANSI IT8.7/2, *Graphic technology — Color reflection target for input scanner calibration*

ANSI IT8.7/3, *Graphic technology — Input data for characterization of 4-color process printing*

