



# Adam Toqe

Application Sales Manager  
Pre-sales

## Esko Graphics

Integration between MIS  
and pre-press



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# Label Market Mega-Trends

- More but shorter print runs
  - Design variation, frequent design changes, customization,...
- Pressure on lead times
  - Brands need to react faster on consumer trends



“If you don’t automate, you will spend more time in administration than actually printing the job.”

*Peter Overbeek– CEO at Eshuis (NL)*



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# Run lengths continue to go down!

- Conventional print
  - -11%
  - Average = 4,598 l/m
- Digital Print
  - +7%lm
  - Average = 821 l/m

Average FINAT Converter Run Lengths 2016 vs. 2015: Conventional and Digital		
End-Use Category	% Change in <u>CONVENTIONAL</u> Run Lengths Year-over-Year	% Change in <u>DIGITAL</u> Run Lengths Year-over-Year
Food	▼ 38%	▼ 3%
Beverage	▼ 4%	▼ 32%
Health & Beauty/Cosmetics	▼ 33%	▲ 28%
Pharmaceuticals	▼ 2%	▲ 27%
Household Chemicals	▲ 5%	▲ 29%
Industrial Chemicals	▼ 15%	▲ 8%
Retail	▼ 26%	▲ 22%
Automotive	▲ 53%	▲ 48%
Consumer Durables (includes electronics)	▼ 12%	▲ 37%
Office Products	▲ N/A	▲ 81%
Transport/Logistics	▼ 2%	▲ 10%
All Categories	▼ 11%	▲ 7%



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Do you have an efficient communication chain to support your business?



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# The traditional way...

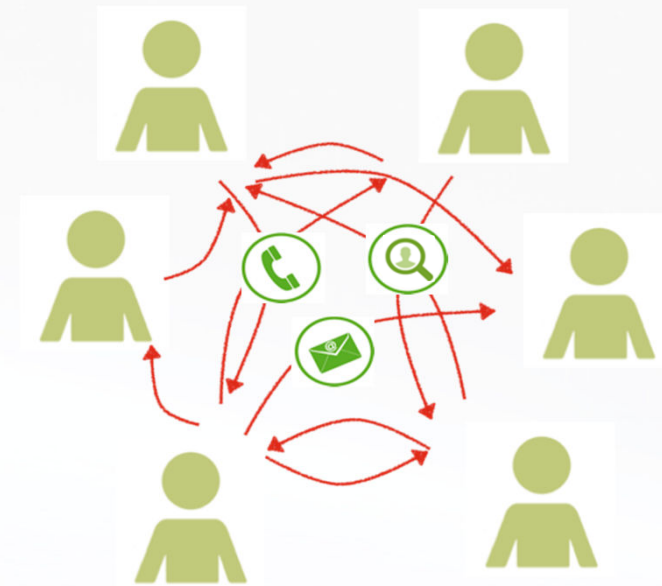
- Job bag from administration
  - Order and production information + content proof + info on where to retrieve job
- Prepress copies info into prepress system
  - Same information...duplicated



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# Typical environment

- Data across many systems.
  - Customer data is in MIS or CRM
  - Order information is in MIS or ERP
  - Product data in Pre-press or PLM system
  - Label data stored in PLM or documents
- Dispersed teams
  - Internal and external stakeholders
  - Different locations
- Information transfer
  - Email and phone communications
  - Tracking jobs in spreadsheets



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# Why integrate ?



**Right Data**



**Right Time**



**Right People**



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# Risks of a Manual Data Entry

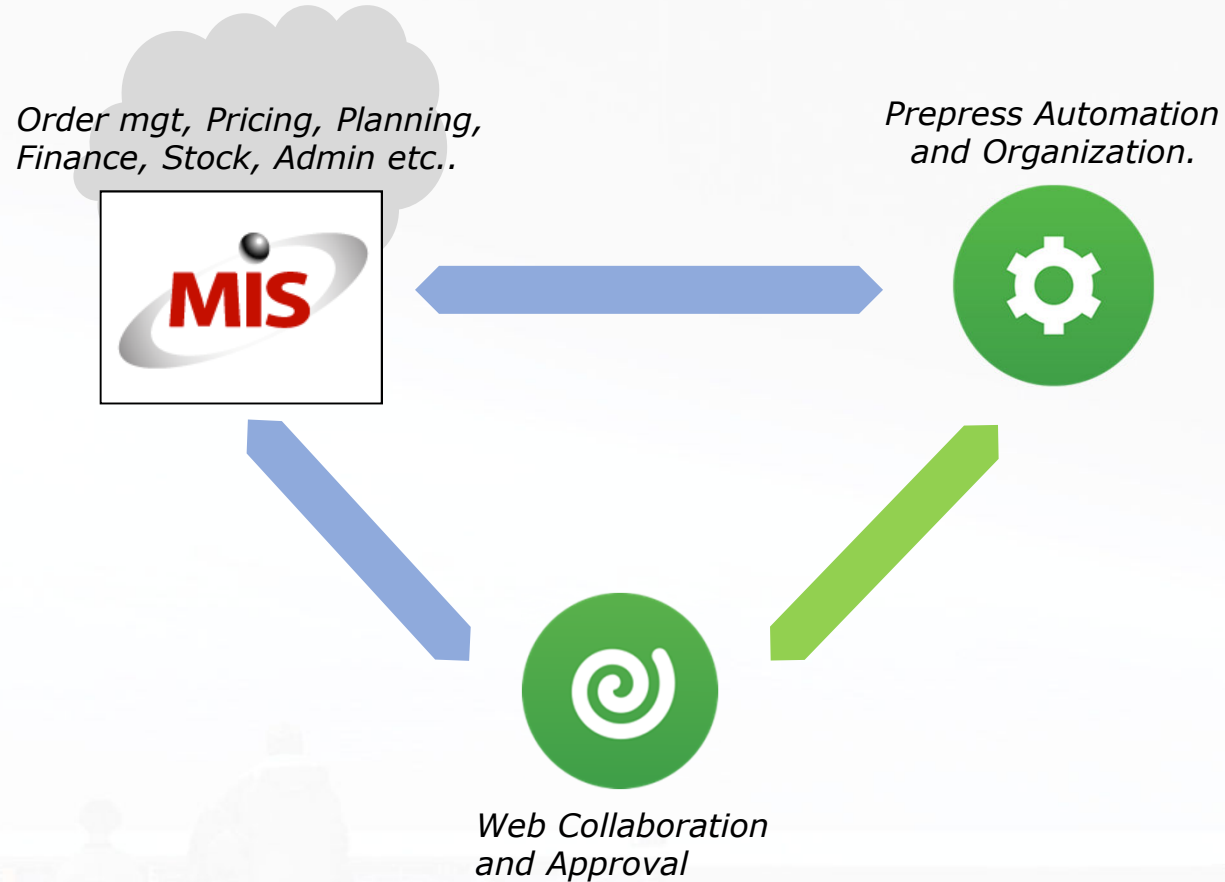
- Errors from manual data transfer
- Data out of synch
- Time wasted
- Visibility on progress limited
- Delays in the process
- Incorrect final output



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# Digitally connecting systems



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# What can be digitally exchanged today ?

## Product level

- **Admin info**
  - job ,project identification, customer, due dates, etc..
- **Technical specifications**
  - Sizes - will be used in preflight to check against dimensions of the PDF to guarantee that this one is in sync with the specifications of the MIS
  - Winding
  - Substrate class
  - Intended print process
  - GTIN barcode value
  - Die shape
- **Editing instructions**
- **Approval method**

## Production level

- **Layout technical specifications**
  - Actual production substrate
  - Size of the substrate
  - Step & repeat technical specs
    - #rows, #columns, cell sizes, gap sizes, which products to place in which lanes
- **Platemaking specifications (conventional printing)**
  - Plate type (dispro is calculated automatically)
- **Digital press**
  - Target press, press preset
  - Esko Color Strategy
  - # lead in/out pages - # of copies



# Sample data files

## JDF

```
<?xml version="1.0" encoding="UTF-8"?>
<JDF xmlns="http://www.CIP4.org/JDFSchema_1_1" DescriptiveName="BackStageTask"
  <NodeInfo JobPriority="50"/>
  <ResourcePool>
    <eg:BackStageTaskParams Class="Parameter" ID="TaskParamLink" Status="A
      <eg:swftParam>
        <eg:PublicParameter>
          <eg:name>ProductID</eg:name>
          <eg:value>20170927</eg:value>
        </eg:PublicParameter>
      </eg:swftParam>
    </eg:BackStageTaskParams>
    <RunList ID="input_task" Class="Parameter" Status="Available">
      <LayoutElement>
        <FileSpec URL="file://eaw16dl233/jobcontainer/MISIntegration_t
      </LayoutElement>
    </RunList>
    <RunList ID="output_task" Status="Unavailable"/>
  </ResourcePool>
  <ResourceLinkPool>
    <eg:BackStageTaskParamsLink rRef="TaskParamLink" Usage="Input"/>
    <RunListLink rRef="input_task" Usage="Input"/>
    <RunListLink rRef="output_task" Usage="Output"/>
  </ResourceLinkPool>
</JDF>
```

## XML

```
<?xml version="1.0" encoding="UTF-8"?>
<JOBS>
  <CreateJobParameters>
    <OrderID>NewJob_12555</OrderID>
    <SubOrderID>001</SubOrderID>
    <JobName>123iruh</JobName>
    <JobDescription></JobDescription>
    <DueDate>2011-10-12T16:55:37</DueDate>
    <CSRName>Dave Jones</CSRName>
    <CSREmail>djones@yourcompany.com</CSREmail>
    <CustomerID>084</CustomerID>
    <CustomerName>ABC Designs</CustomerName>
    <CustomerContact>Steve Smith</CustomerContact>
    <CustomerEmail>Steve.Smith@abc.com</CustomerEmail>
    <ProofType>No Proof</ProofType>
    <Press>Indigo 6000</Press>
    <Trapping>No</Trapping>
    <Trap_Distance>.003</Trap_Distance>
    <Workflow>Label</Workflow>
    <FileName>GET_SET_BOTTLE_ORANGE.pdf</FileName>
    <DynaTemplate>None</DynaTemplate>
    <StepV>3</StepV>
    <StepH>2</StepH>
    <HorizontalGap>.125</HorizontalGap>
    <VerticalGap>.125</VerticalGap>
    <Rotation>0</Rotation>
    <Bleed>.125</Bleed>
    <HorizontalDistortion>100</HorizontalDistortion>
    <VerticalDistortion>100</VerticalDistortion>
  </CreateJobParameters>
</JOBS>
```



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# One-up product level Automation

## Product level

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# Consistent and automatic naming

- MIS automatically creates production folder on the prepress system
- Consistent naming and structure of the production folder
- No more time spent on folder management



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# Automated Preflight

- Preflight check initiated by MIS
- 2<sup>nd</sup> Preflight to check if job is ready to be printed on a specific printing process

- The downloaded preflight profile will perform the following checks:

Problems to detect:	Type:
Document contains embedded PostScript fragments	✗
Document contains pre-separated pages	✗
<hr/>	
Problems to detect:	Type:
Page scaling factor is set	⚠
<input type="checkbox"/> Page is empty	✗
<input checked="" type="checkbox"/> Check only objects inside <input type="text" value="media box"/>	
Number of pages is	✗
<input type="text" value="more than"/> <input type="text" value="1"/>	
<hr/>	
Problems to detect:	Type:
Font is not embedded	✗
<hr/>	
Problems to detect:	Type:
OPI is used	✗
<hr/>	
Problems to detect:	Type:
Document contains JavaScript	✗
Document contains actions	✗
Document contains form fields	✗



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# Barcode creation and inspection

- Barcode details communicated between MIS and prepress
- Automatic barcode creation
- Automatic barcode check for grading and barcode number
- Automatic quality report



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# Color Preflight

- Additional press time
- Save Clicks per year
- Accurate ink estimation

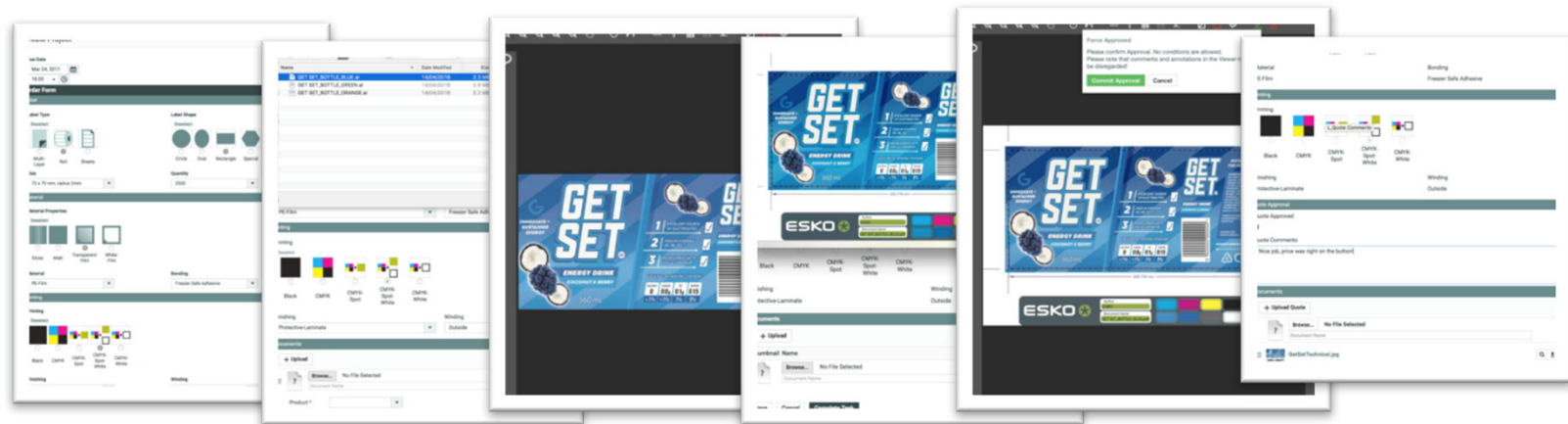


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# Automated Approval Process



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# Layout Automation

- Automated Step&Repeat based on incoming parameters
  - Single Product
  - Ganged products in 1 S&R layout
  - Automated marks

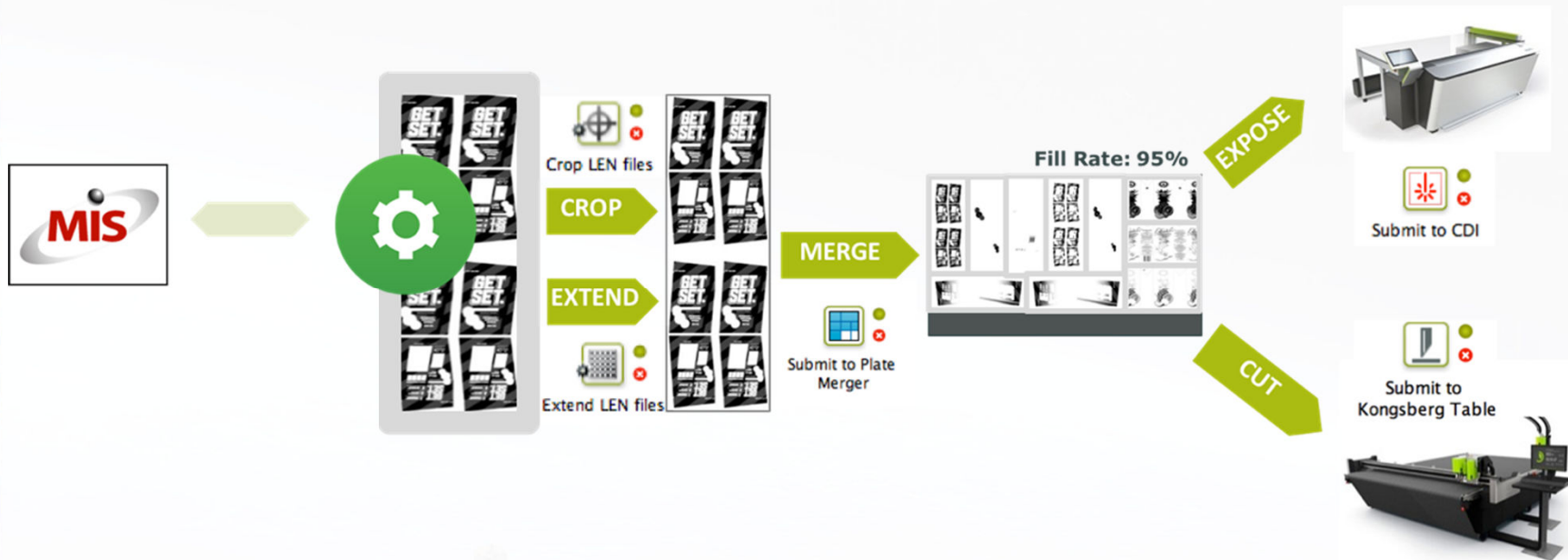


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# Plateroom Automation



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# Plateroom Automation

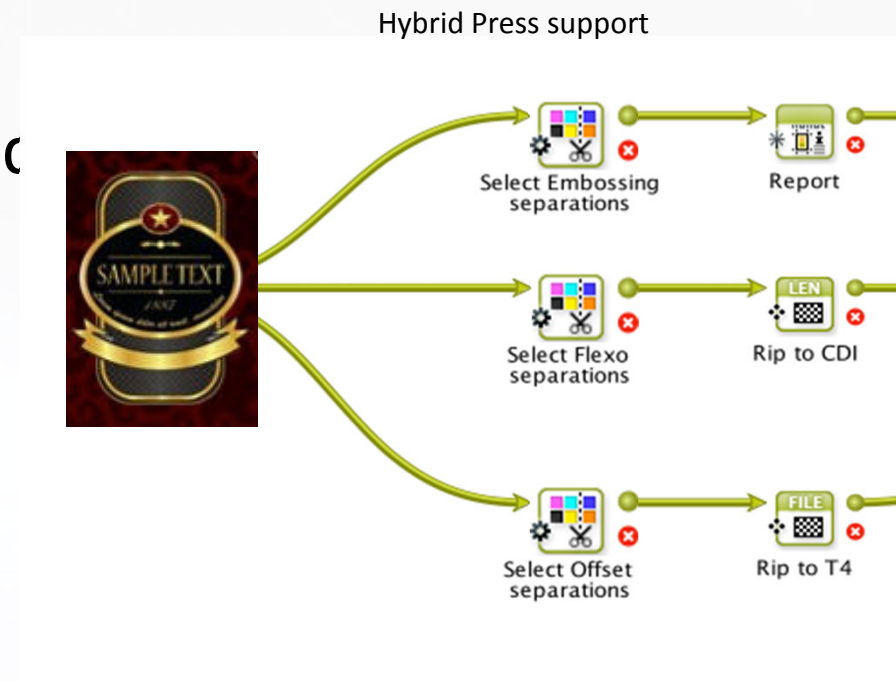
- Fully automatic merging on plates
  - **Time saving:** no manual editing required
  - **Error reduction:** the correct parameters are guaranteed (provided of course they are correct in the MIS system)
- No human interaction required to merge separations
  - **Less waste**
  - **No errors due to merging wrong combinations**
- Accurate plate cutting
  - **Higher quality**
  - **Less errors**



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# Automation for combination presses

- Tag separations per printing/finishing method
- Saves between 20 – 60 minutes in interactive preparation
- Guarantees job integrity



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# Summary



**Errors**



**Delays**



**Lack of Visibility**



**Time Wasted**



**Product Integrity**



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# Takeaways: Business value

- Increased efficiency
  - Reduced process time
  - Eliminate double entry
  - Free up time for value-added tasks
- Improved visibility
  - Consolidated information
  - Simplified communication
  - Automatic notifications
- Reduced risk
  - Real-time data access
  - Automatic asset and data synchs



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# Thank You!

# Questions?



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