



# Shone Fix

Application Sales  
Manager

## Esko

Design and origination  
for sleeve labels



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# Artwork Origination

- Design
- Technical Drawing
- Shrink Distortion
- Design Ambiguities
- Approvals and Contract Proofs
- Special Finishing
  
- Questions



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# Shrink Labels



- Large branding real-estate
- 360° design freedom
- Freedom of shape
- Cost-effective
- Durable
- Easy to separate
- Anti-Tampering

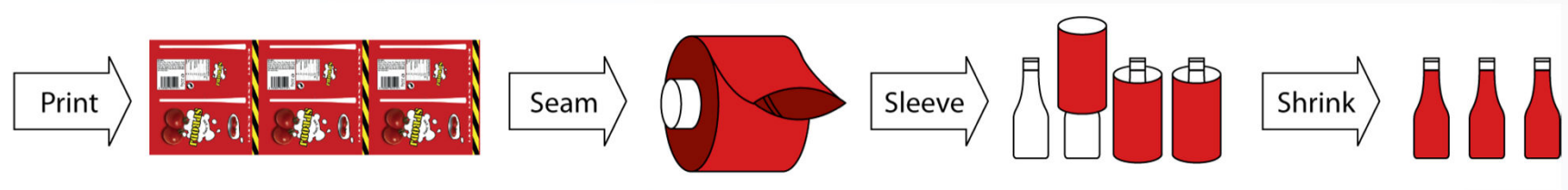


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# Shrink Label Process



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Design: Focus on Shape, color and front graphics (Primary Design Panel)

Ignorant of technical challenges



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**PEPSICO**

**“Concurrent Design”**

Always consider  
shape and artwork together



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## Label

## Shrink Sleeve

Flat		✓	✓
Bent		✓	✓
Saddle			bridged
Saddle			✓
Bowl			✓
Bowl			bridged



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# Decorating a Curved Surface



Artwork on a curved surface behaves fundamentally different



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# Design & Preproduction

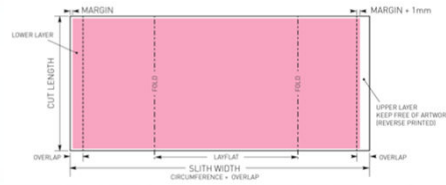
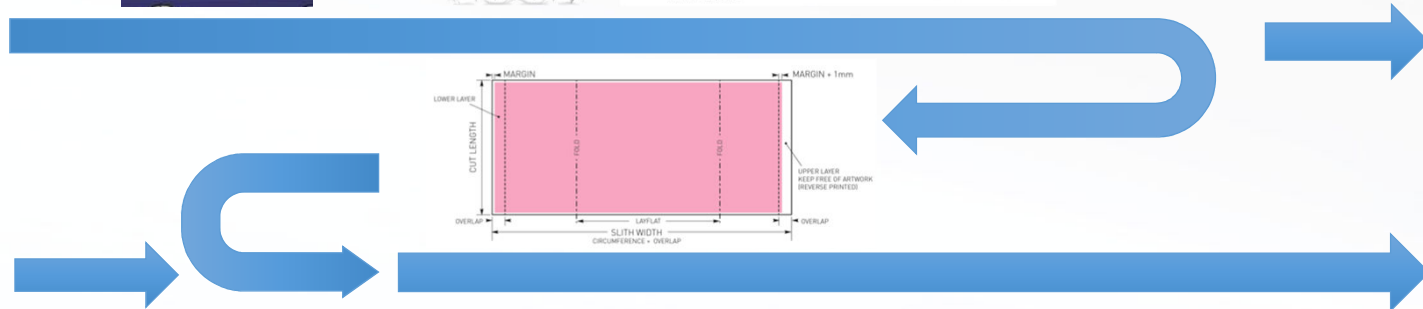
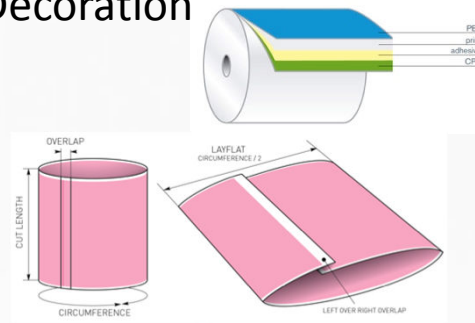
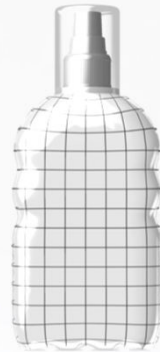


Design

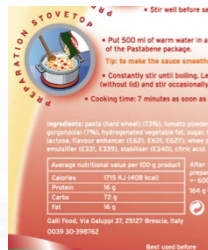
Container



Decoration



Artwork Creation



Prepress



Platemaking

PRINTING

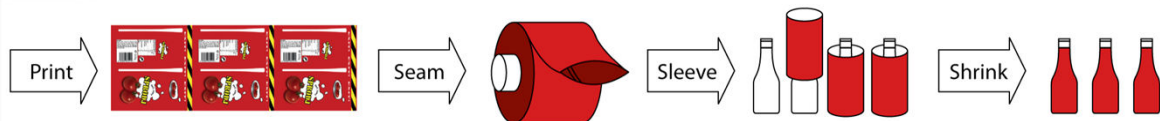
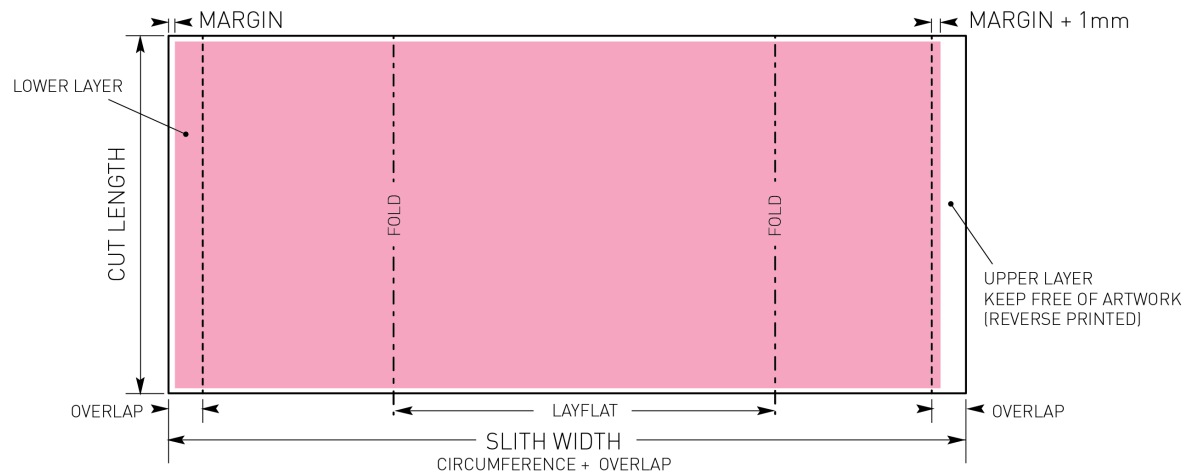
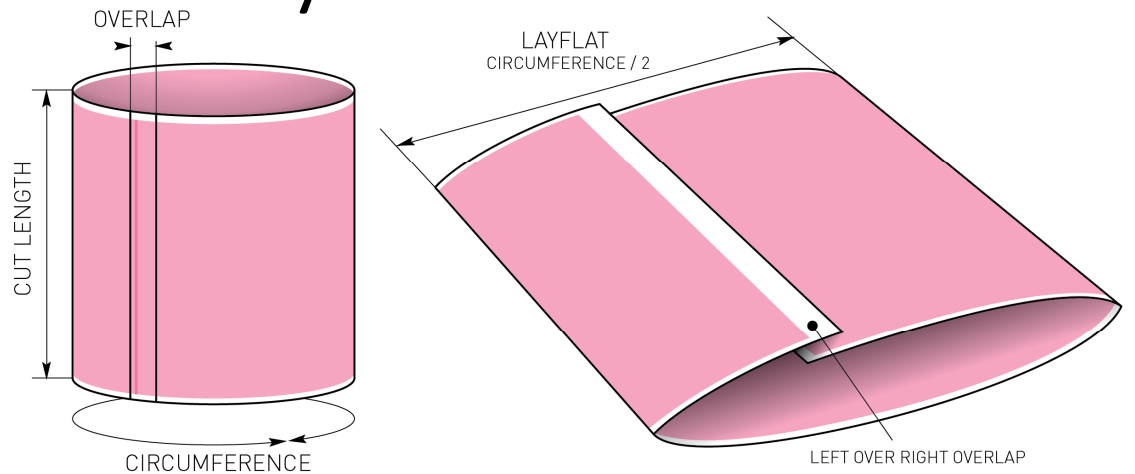


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# Anatomy of a Shrink Sleeve



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# Technical Drawing

## Structural Features

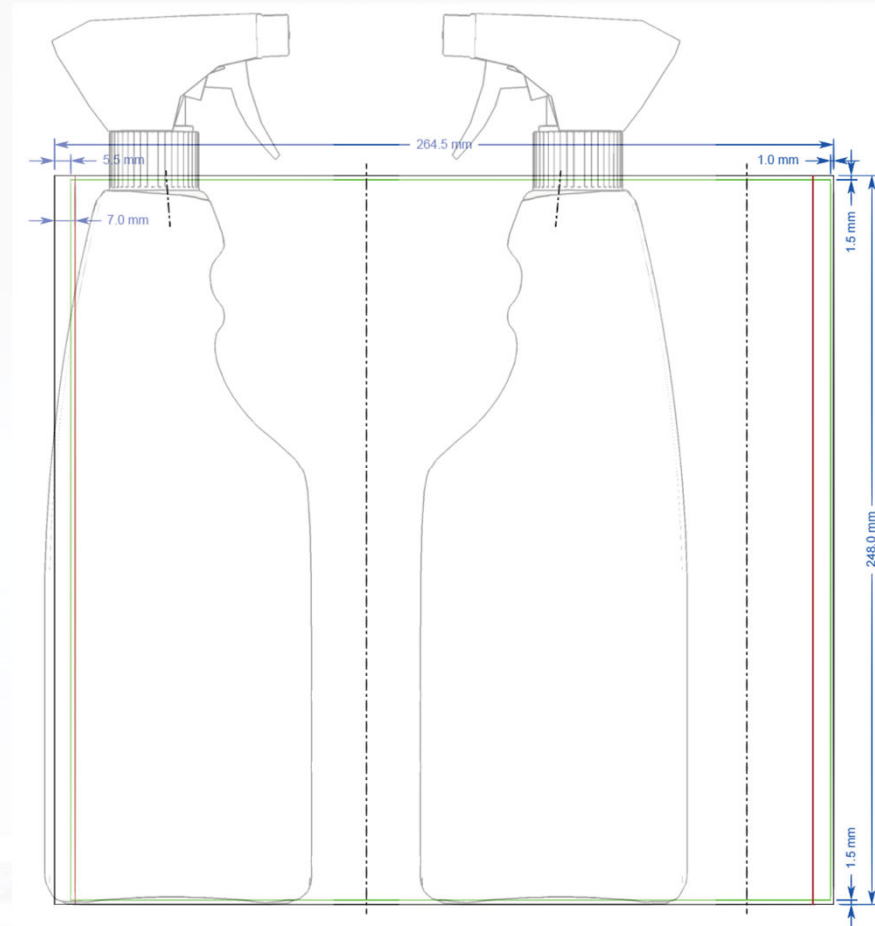
- Sleeve dimensions
- Overlap
- MD/TD and winding
- Perforations
- ...

## Design Guides

- Printing bounds
- No-copy areas
- Main container features
- Design panels
- Barcode placeholder
- ...

## Must-have Artwork

- Eye-marks
- Registration marks
- Coding area
- ...



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# Design & Preproduction

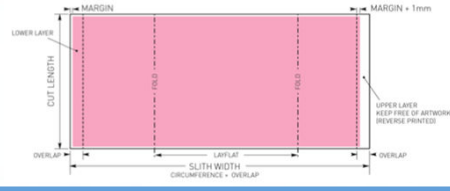
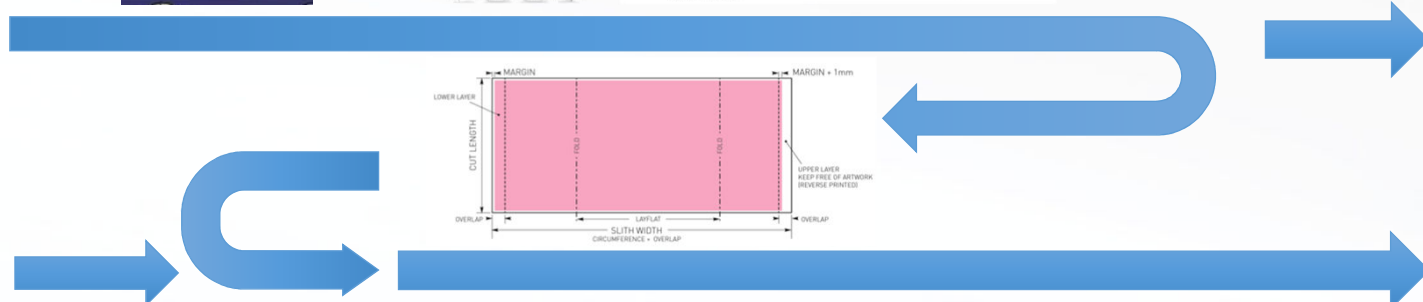
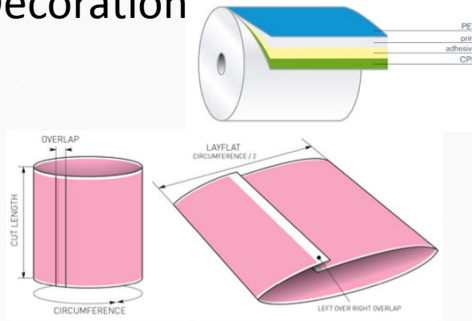
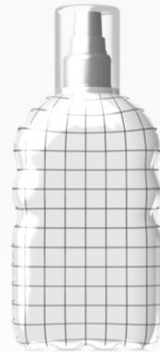


Design

Container



Decoration



Artwork Creation



Prepress



Platemaking

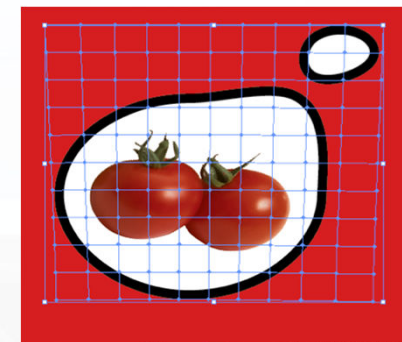
PRINTING



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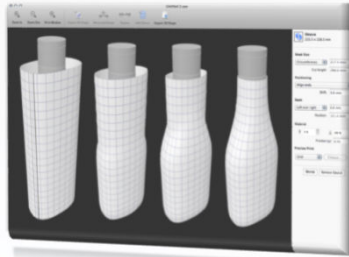
# Prepress

- Finalize artwork (eg. Barcode)
- Separate for the different color stations
- Trapping: Reduce visual effect of press mis-registration
- Fine-tune the contone images for press colorants
- **Deal with shrink distortion...**
- Deal with other limitations of the plate/press/substrate
- **Make a contract proof to match the press**
- Check and fix the bleed and back-match
- **Separate for opaque white** or other effects
- Step & Repeat to fill the entire printing cylinder
- Make plates/cylinders
- ...



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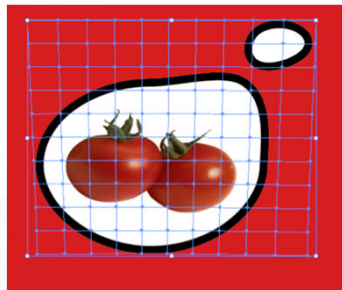
# Deal with Shrink Distortion



Know the Distortion



Know what you want (Design Intent)



Adapt the artwork



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# Know the Distortion

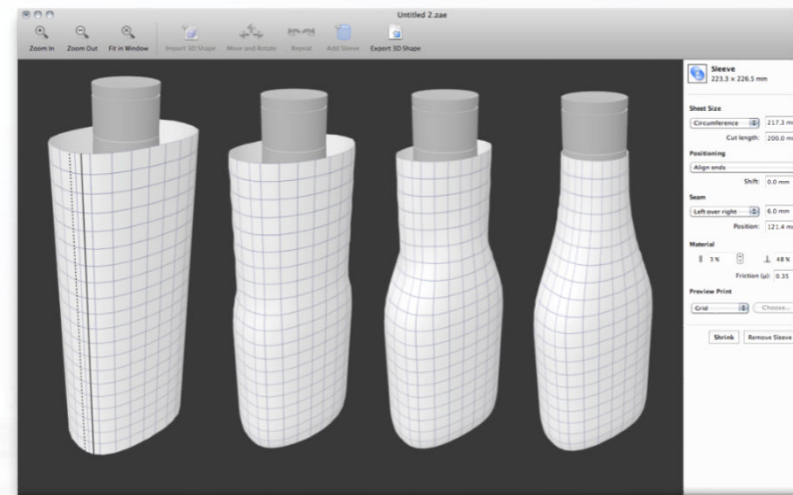
## In the Past

- Print & shrink a grid
- Tape measure
- Repeat



## Now

- Shrink Simulation
- 3D model of container
- Sleeve specs



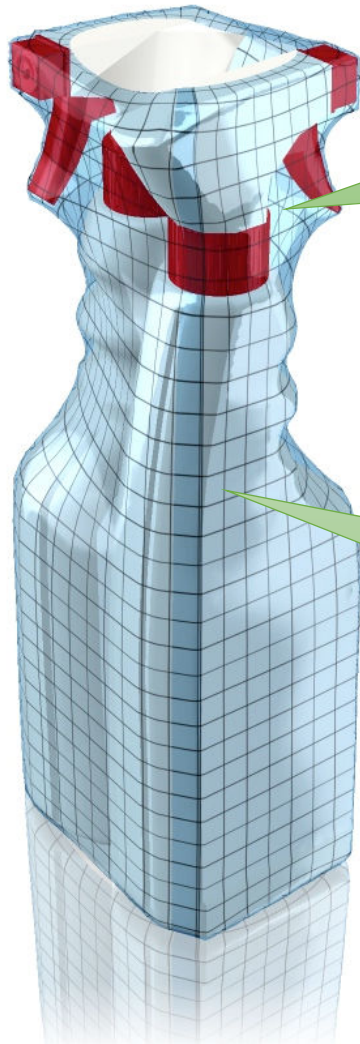
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# Shrink Simulation

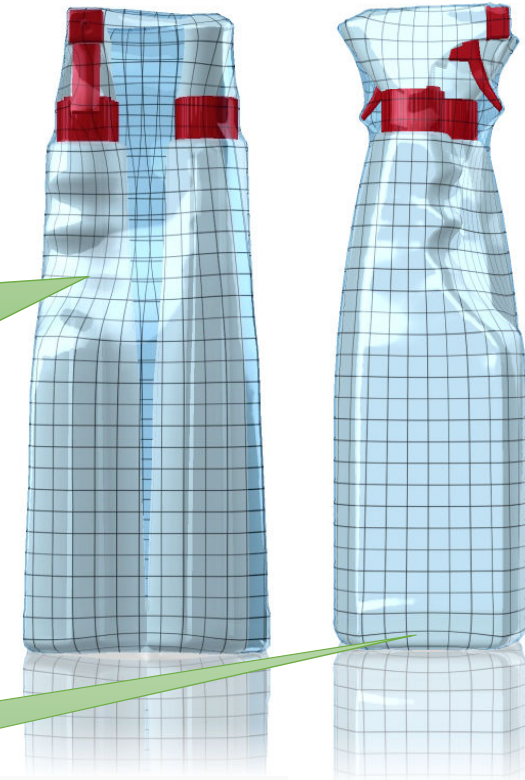
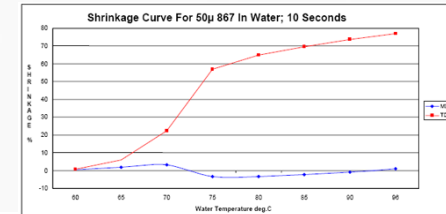


**Non-contacting areas** shaped by an equilibrium between shrink force and elastic tension.

**Shear and vertical distortion** due to constraints from asymmetrical container

**Uneven** shrink around container, due to friction between sleeve and container.

**Frowning** at flat panels, due to build-up of tension



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Once you have the virtual 3D grid for a container, you can preview any artwork on it

- **No more need for print- and shrink-tests**
- Automatically pre-distort selected graphic
- Check the back-match
- Tweak the placement of design elements



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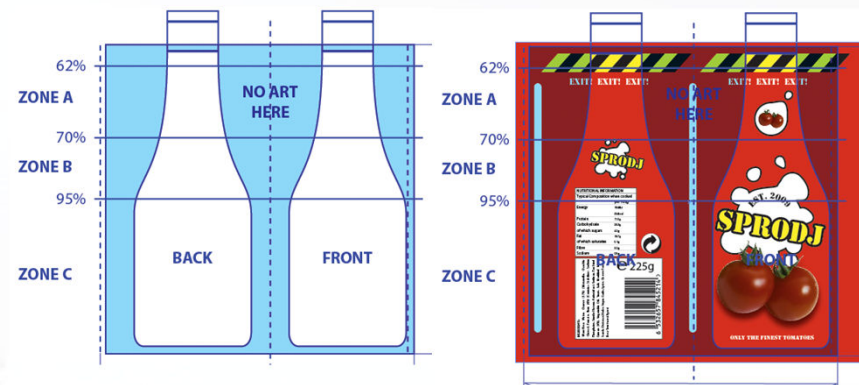
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# Know What You Want: The Design Intent

**Design:** The agency focuses only on the primary design panel (Photoshop'ed front view)



**Artwork** is laid out on a 2D template, undistorted.



**Prepress:** The artwork that is handed over to the converter is still dubious.



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# Design Intent: Examples



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For narrow features,  
A constant width  
is desirable.



For wider features, a constant  
width can look unnatural.



Too close to the seam  
to preserve width



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**Assortiment de chocolats au lait ferrés et de biscuits enrobés de chocolat au lait**  
 Ingrédients: sucre, sirop de glucose, beurre de cacao, lait écrémé en poudre, pâte de cacao, cacahuètes, matière grasse végétale, beurre concentré, lactose, farine de blé, noix de coco séchée, petit-lait en poudre, huile de tournesol, lait entier en poudre, émulsifiants (lécithine de soja, Mono- et diglycérides d'acides gras), extrait de malt d'orge, cacao maigre, sel, humectant (glycérol), blanc d'oeuf en poudre, extrait naturel de vanille, protéine de lait hydrolysée, poudres à lever (E341, E500, E501). (Traces, noisette). Cacao: 25% minimum. <sup>TM</sup>/©/design © Mars

A consommer de préférence avant le: voir au-dessous  
 Mars Nederland B.V., Postbus 81, 5460 AB Veghel  
 ☎ 0900 2356277, www.mars.com (MP: Mars  
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 Haguenau Cedex - Service Consommateurs N°CRISTAL  
 ☎ 0969 320 680 (appel non surtaxé).  
 www.marschocolatfrance.fr

Valeurs nutritionnelles / 100g	
Valeur énergétique	2030 kJ/490 kcal
Protéines	5.6 g
Glucides	62.3 g
Lipides	23.8 g

100 g e



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# Full Backgrounds

Impossible to pre-distort  
as a single image.

- Leave it distorted
- Or split into separate  
images

Mind the back match.



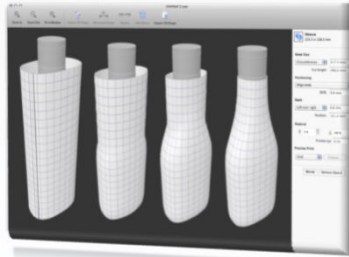
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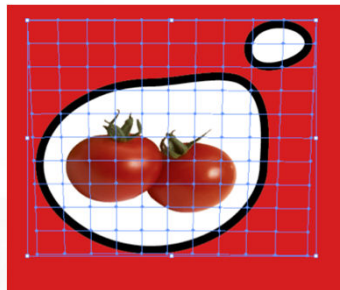
# Deal with Shrink Distortion



Know the Distortion



Know what you want (Design Intent)



Adapt the artwork



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# Contract Proof Dilemma



# Contract Proof + 3D



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# DEMO

**Subject:** Awaiting your approval

**From:** Converter

**To:** Brand Manager

Dear Brand Manager,

We're ready to print your order. Please approve the production artwork:

[View in 3D](#)

Kind regards,  
John the Converter



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# Opaque White

- Sleeves are transparent: Printed white base allow windows
- Tools exist to facilitate the creation of this separation
- Tools to visualize



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# Other effects

Other special effects that are common with Shrink Sleeves

- Gloss, Satin or Matt finish
- Spot varnish
- Interference pigments
- Metallic inks
- Tactile inks
- ...

Can also be visualized



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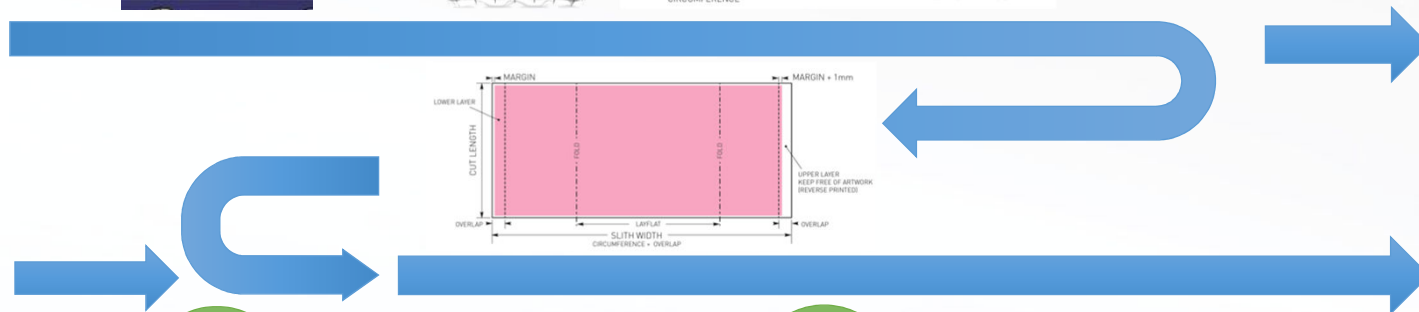
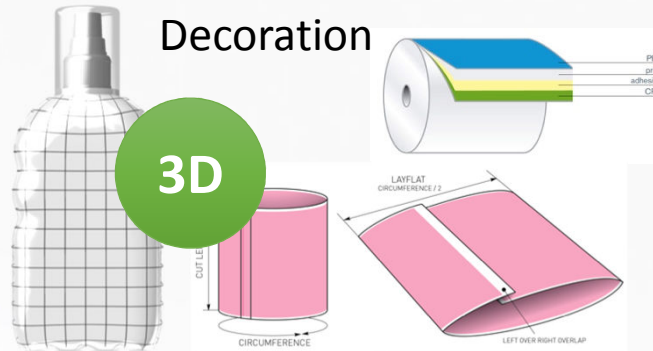
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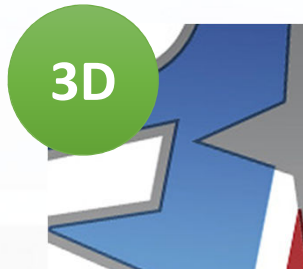
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# Questions?



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