



Ghent  
Workgroup

## Packaging for brand owners

**Christian Blaise**

agileStreams

Marketing Officer, co-chair Packaging & Cross-Media SubCommittees, GWG

**Lieven Plettinck**

Esko

Co-chair Packaging SubCommittee, GWG

# Your speakers today

# Christian Blaise



1990-1999: Prepress Manager – Alsacienne d’Aluminium (now Amcor)

1999-2005: Graphic Chain Manager – Nestlé

2006-2007: Sales Account Manager – Enfocus

Since 2007: Founder & Owner – bleuprocess

Since 2018: Founder & CEO – agileStreams

## **Ghent Workgroup**

Joined in 2003 – first Packaging meeting

Since 2004: Co-chair Packaging SubCommittee

Since 2013: Co-chair Cross-Media SubCommittee

Newly appointed as Marketing Officer

# Lieven Plettinck



1986-1990: Research lab Barco

1990-2001: Software R&D engineer Barco Graphics

2001-2007: Software Development Manager Esko

2007-2009: Director Color and Imaging Esko

2009-2017: Director Software Development Esko

2017- now: Director Software Engineering - Partner Integrations

## **Ghent Workgroup**

Joined in 2008

Co-chair Packaging SubCommittee

Also active in

CIP4

ISO TC130

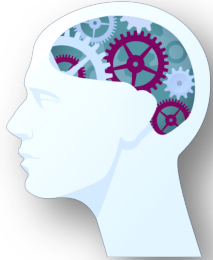


# About the Ghent Workgroup

## Who is GWG?

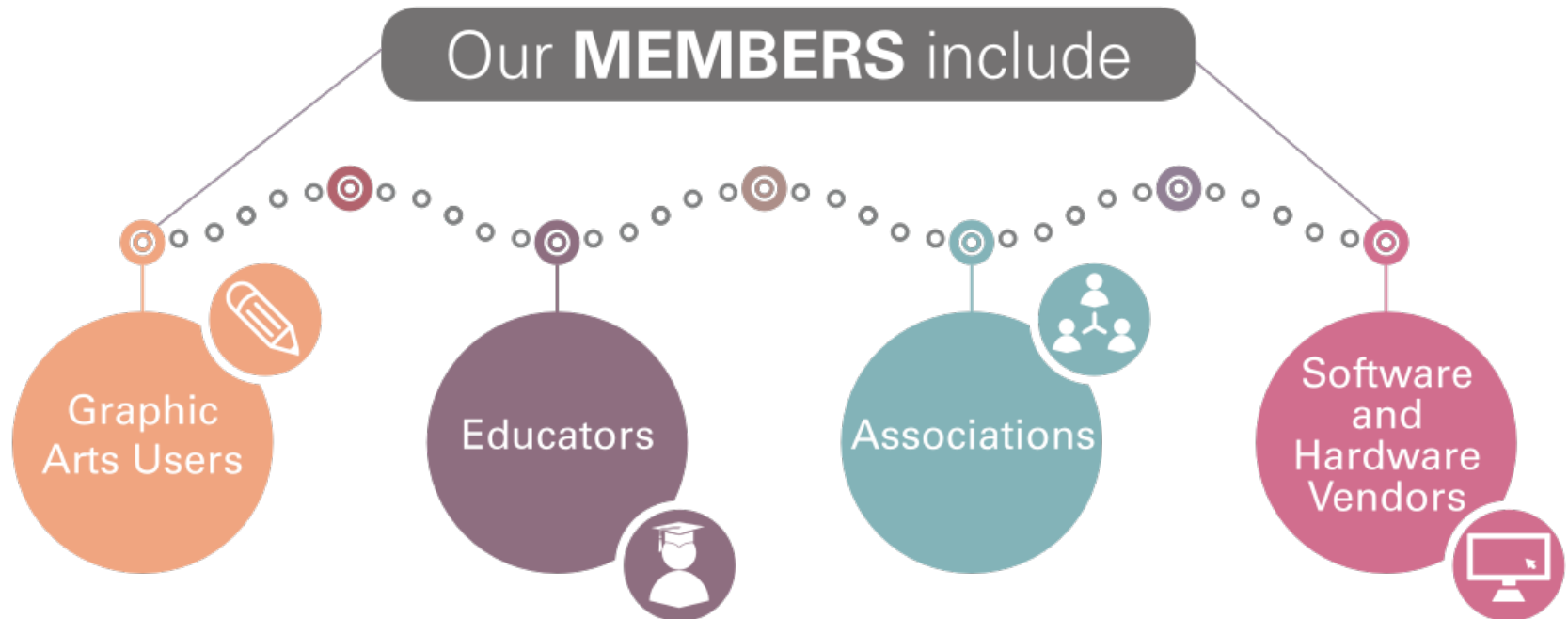


An international organization made up of graphic arts users, associations & developers



A cross-section of the international graphic arts community's best minds

# Members



# Educational members



A CANON COMPANY

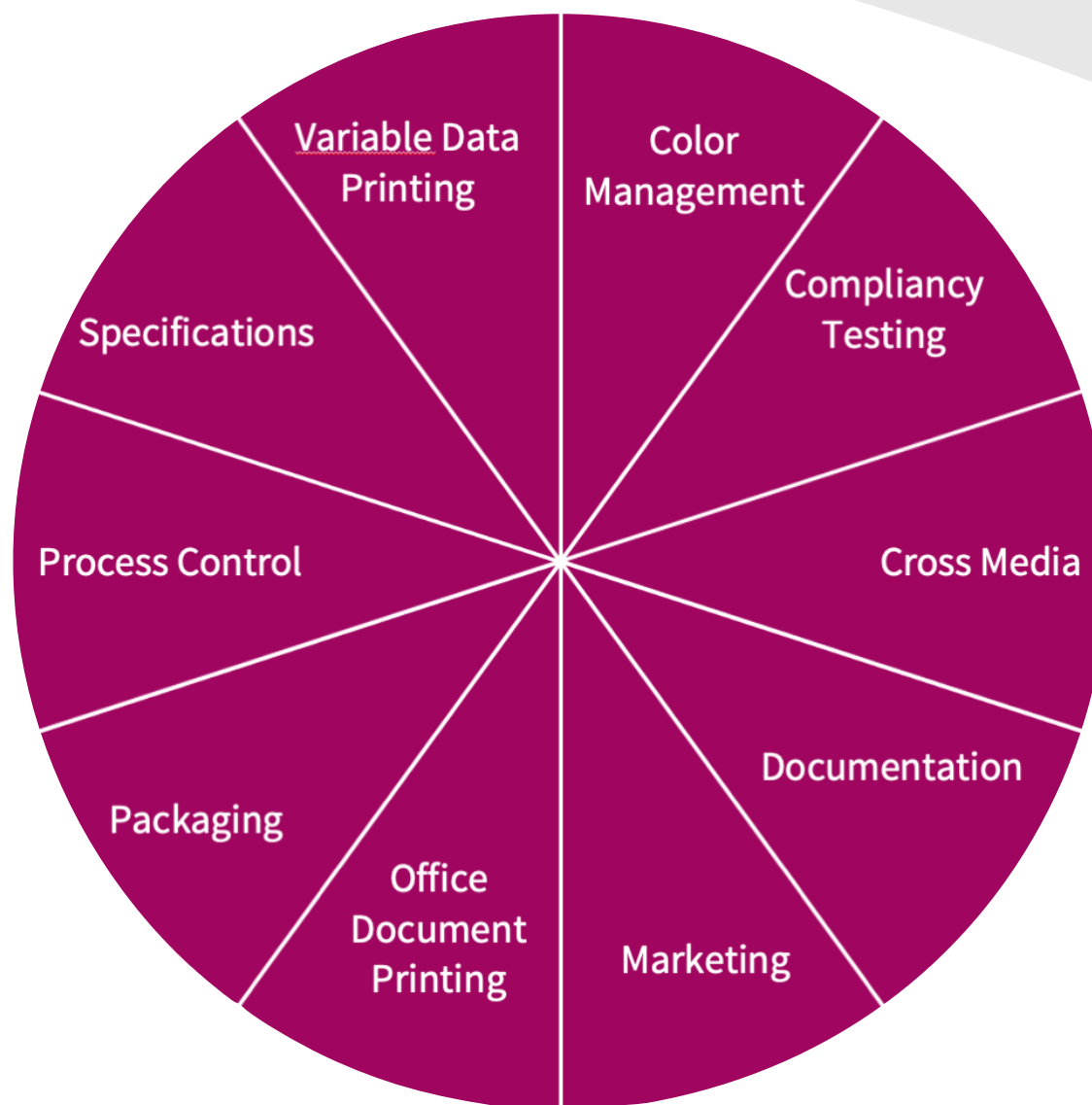


# Industry members

Vendor members

Association members

# Subcommittees



## Our Mission

“To develop and maintain process specifications for **best practices in graphic arts workflows** and promote their acceptance and use in the international graphic arts community.”

## Our goals

Collaborating to help our partners be successful

- Introduce practical workflow tools
- Streamline daily production tasks
- Provide technical background
- Create specifications
- Share best practices
- Develop industry solutions

## GWG workflow tools



Specifications



Test Suites



Application  
Settings



Job Tickets

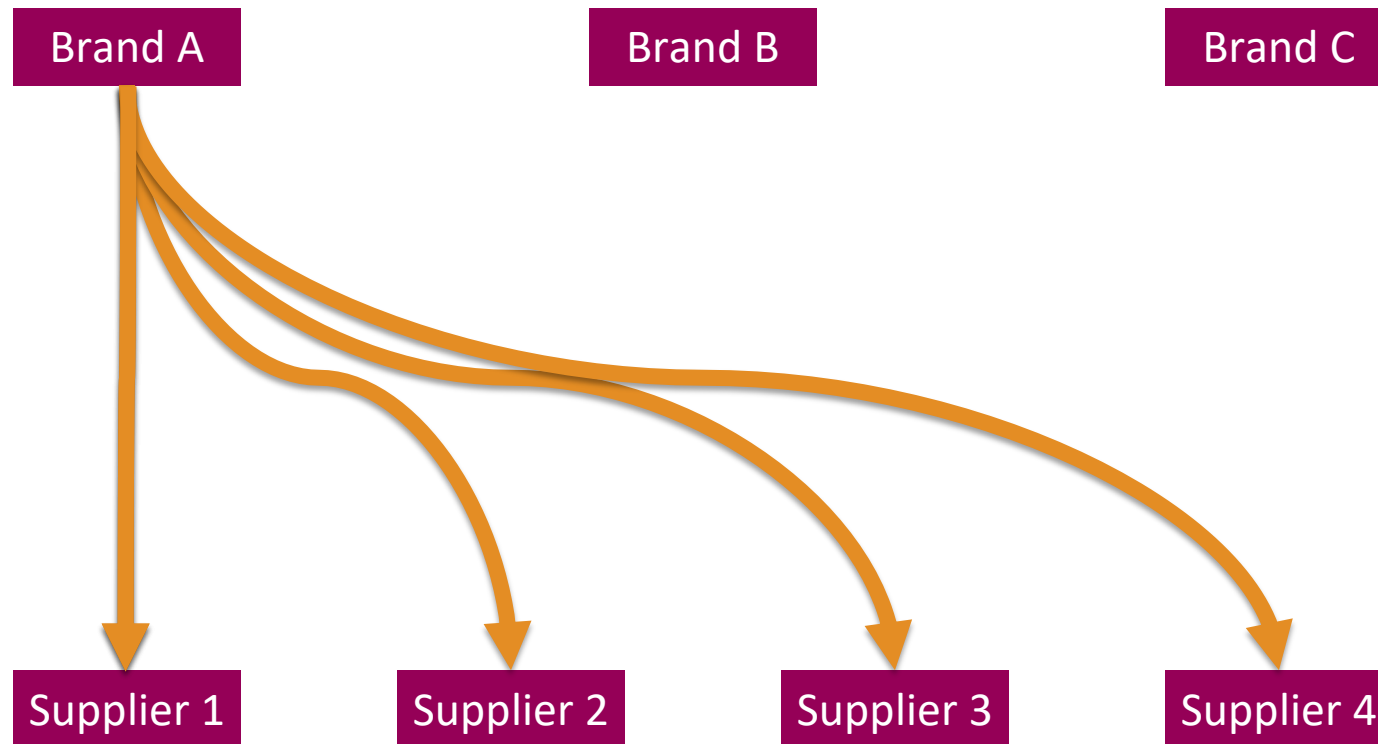


# The packaging graphic chain as a brand owner

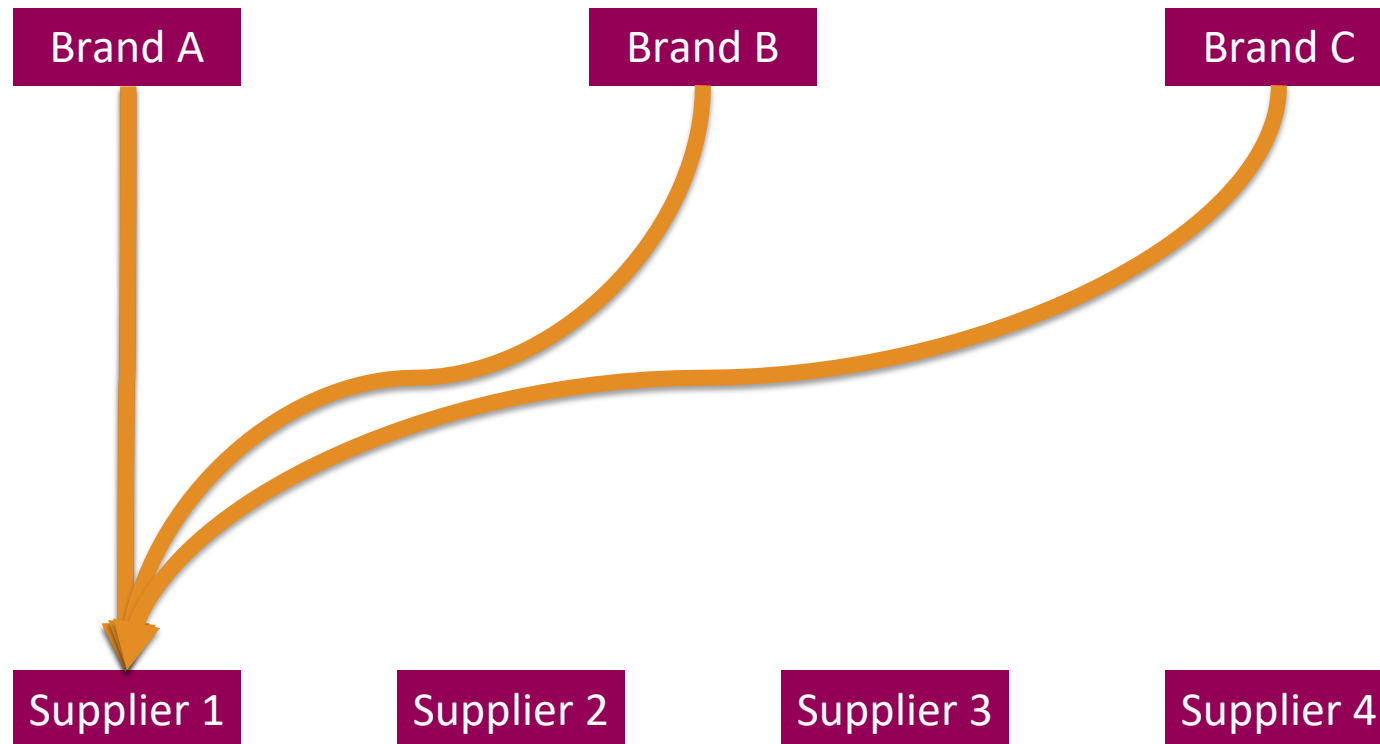
## The story began in 2003

- I joined the Ghent Workgroup as a brand owner (Nestlé)
- We identified that the power of using standards with our suppliers
  - The process is not different from brand owner to brand owner nor supplier to supplier
  - Using PDF as a file format for exchange helps to overcome software types and versions
  - Our process and files are usable with any supplier, files can be read and store by all stakeholders of the chain
- We wanted to lead the change and not follow it

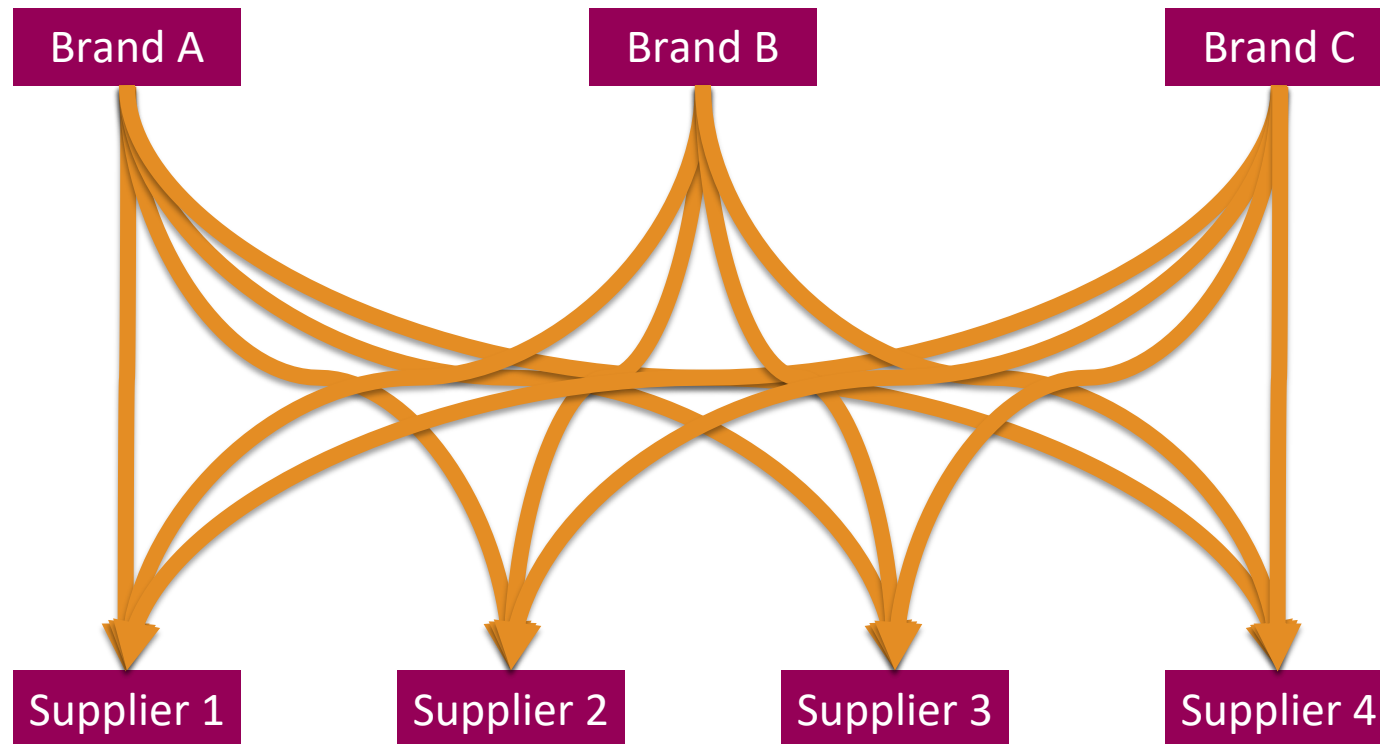
# The process nightmare



# The process nightmare



# The process nightmare



# The choice of PDF



- Universal
- Self-contained
- Compatible
- Vendor-neutral
- Compact
- Well-behaved

# Standards in standards



# Building the specifications

- Joint effort between different stakeholders of the chain to build the first baseline (2004)
  - Major brand owners EU and US
  - Leading packaging prepress and converters
  - Upstream (design to prepress) and Downstream (prepress to press)
- Continuous effort since then to build Packaging specifications
  - Current specifications inline with other GWG specifications
  - Fully PDF/X compliant (PDF/X-4)



# Streamline the process

- Use of applications settings, available for most applications
  - PDF creation
  - PDF preflight
  - Downloadable on the GWG website

## Application Settings

Ghent Workgroup > Application Settings

Please find below the settings for the most commonly used applications in professional publishing workflows, to automatically and properly create and check PDF files. Simply download and install in your favorite application.

GWG 2015

GWG 1v4



### Adobe Acrobat

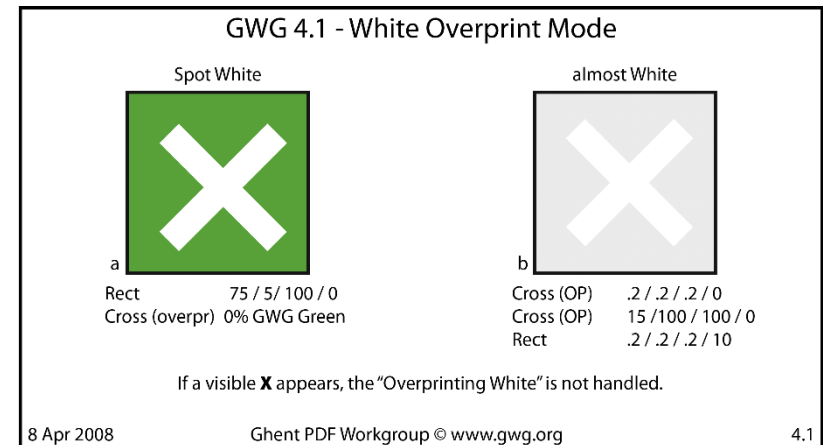
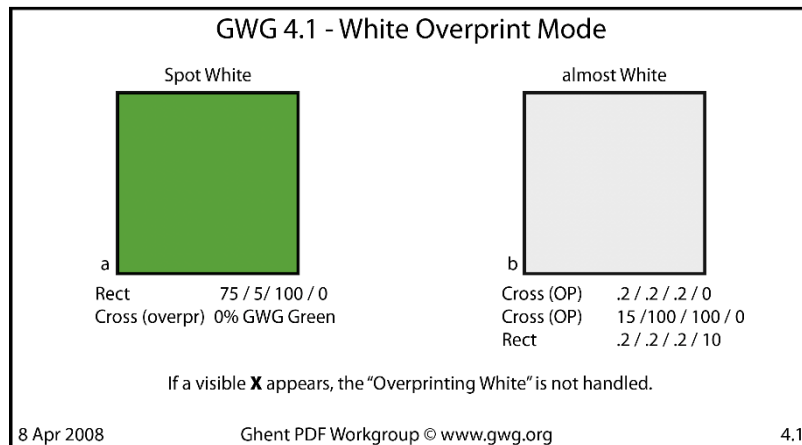
Adobe Acrobat is the industry-leading PDF viewing and editing app that lets you scan, compare, preflight and secure PDF's for print and digital media. With it's built in preflight engine you are capable of checking, fixing, optimising and converting incoming PDF's into industry leading PDF standards such as PDF/A, PDF/E, PDF/VT, PDF/X and the Ghent Workgroup specifications.

DOWNLOAD NOW

More  
Information

# Evaluate the process

- The Ghent Output Suite is the perfect tool to evaluate the quality of the process, even for non-technical people



- It can be used to evaluate suppliers

# Need for automation

- There is a strong need for automation, not only to increase productivity, but also to ensure the quality of the final product
- Being able to use the same file for production and viewing/validation is key to reduce errors





# Packaging is more than printing

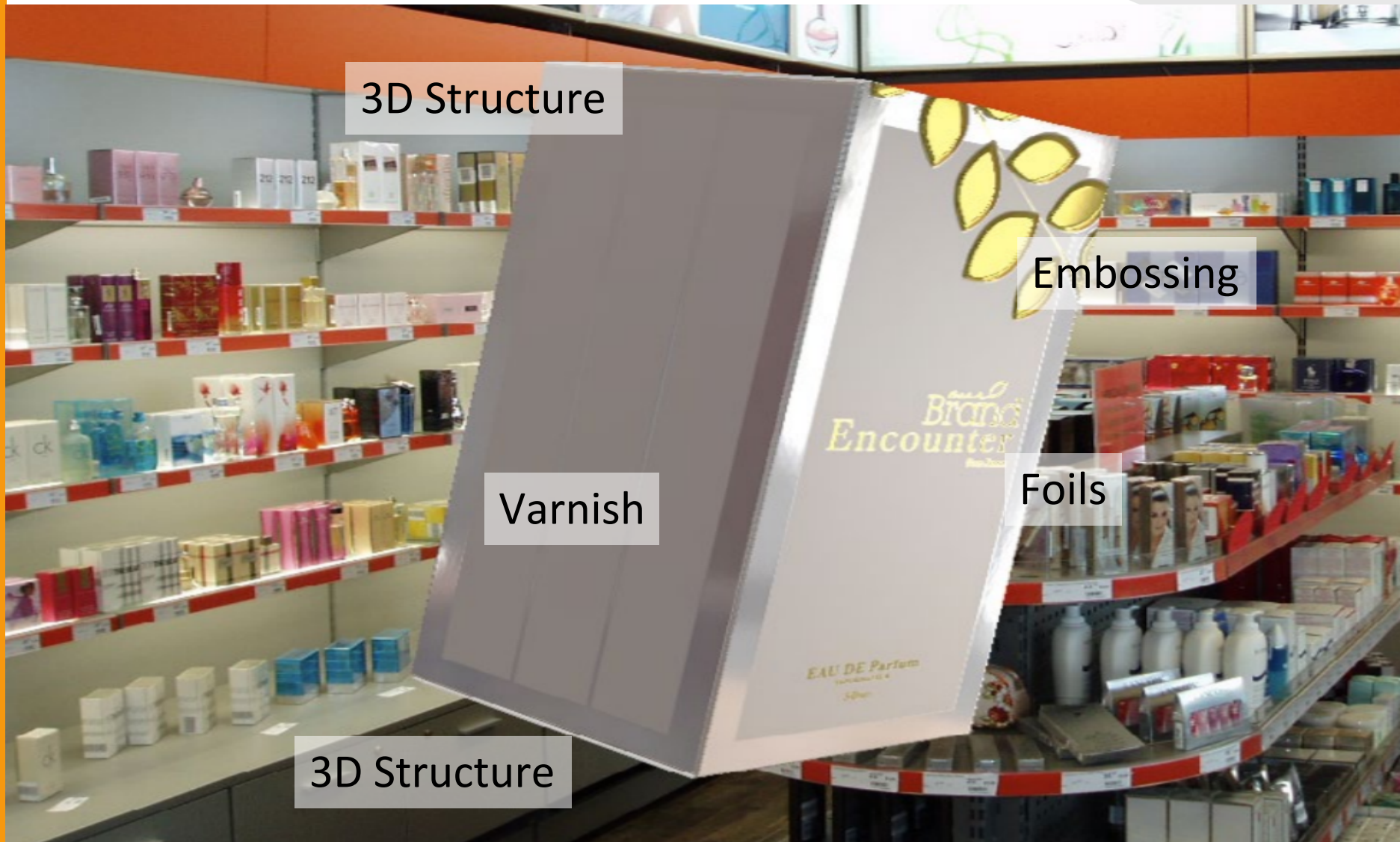
3D Structure

Embossing

Varnish

Foils

3D Structure



# Processing Steps



GWG sample file made by Phototype

- A standardized way to embed data for additional production steps in a PDF.
- Reliable data exchange, predictable results
- Developed in GWG
- ISO 19593-1
- Multiple vendors support: Esko, Enfocus, callas software, Chili Publish, Hyrid Software, Global Graphics...

# Processing Steps - Types

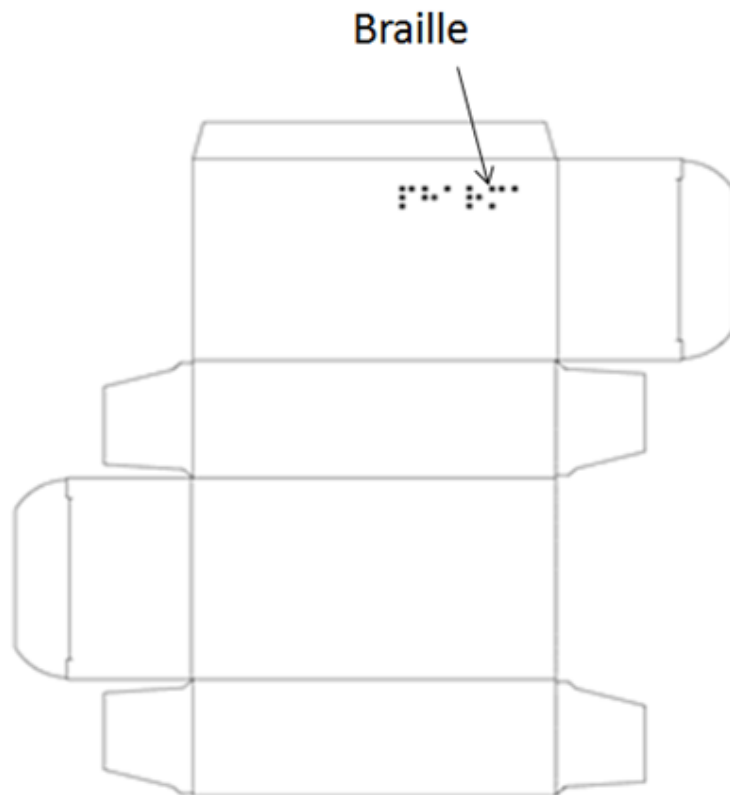


## Structural

- Sometimes called CAD, die lines, etc...
- Describes how the 3D packaging element will be produced from a flat substrate
- Describes production steps in finishing (cut, fold, glue, emboss...)



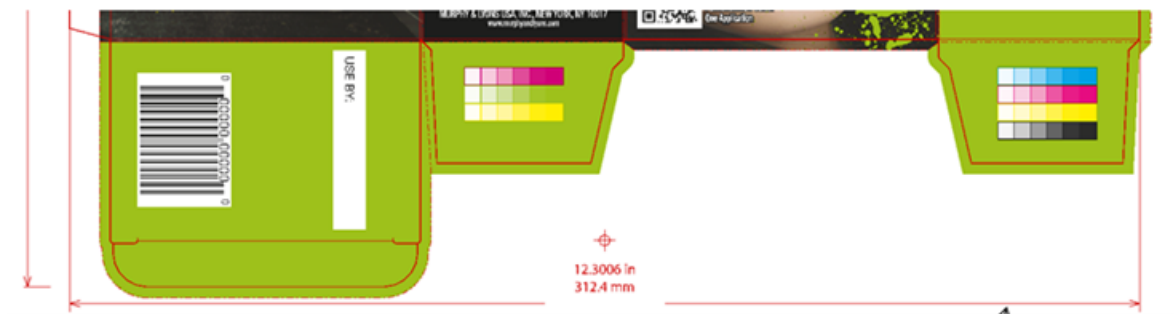
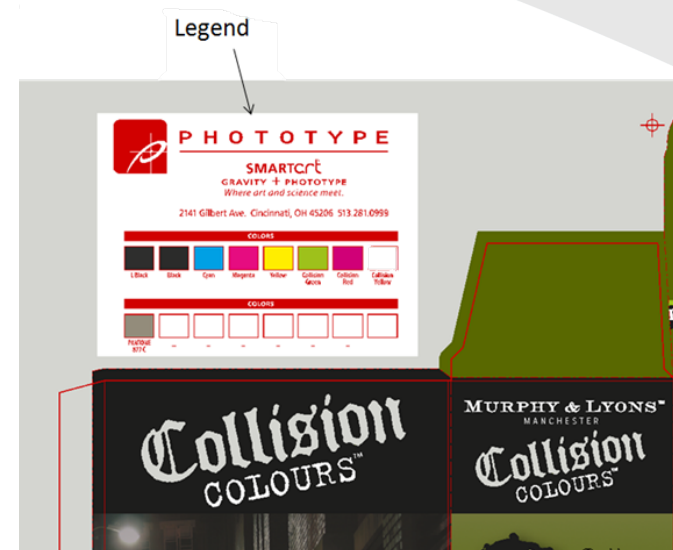
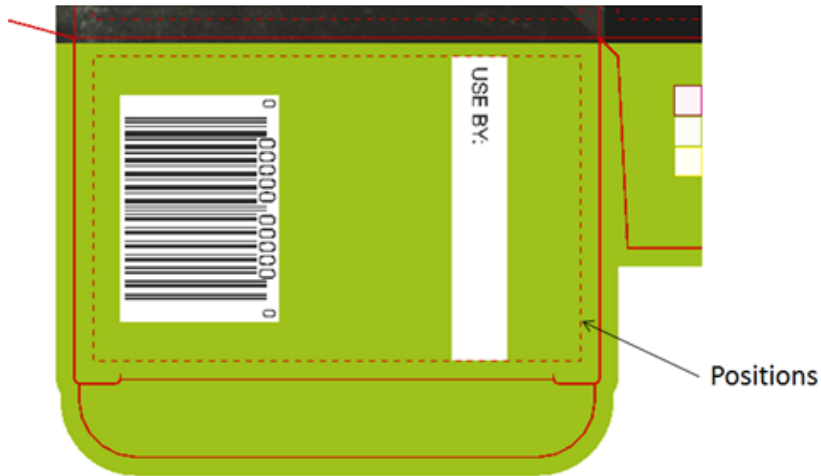
# Processing Steps - Types



## Braille

- Applied during finishing (die cutter or folder gluer)
- Ink jet

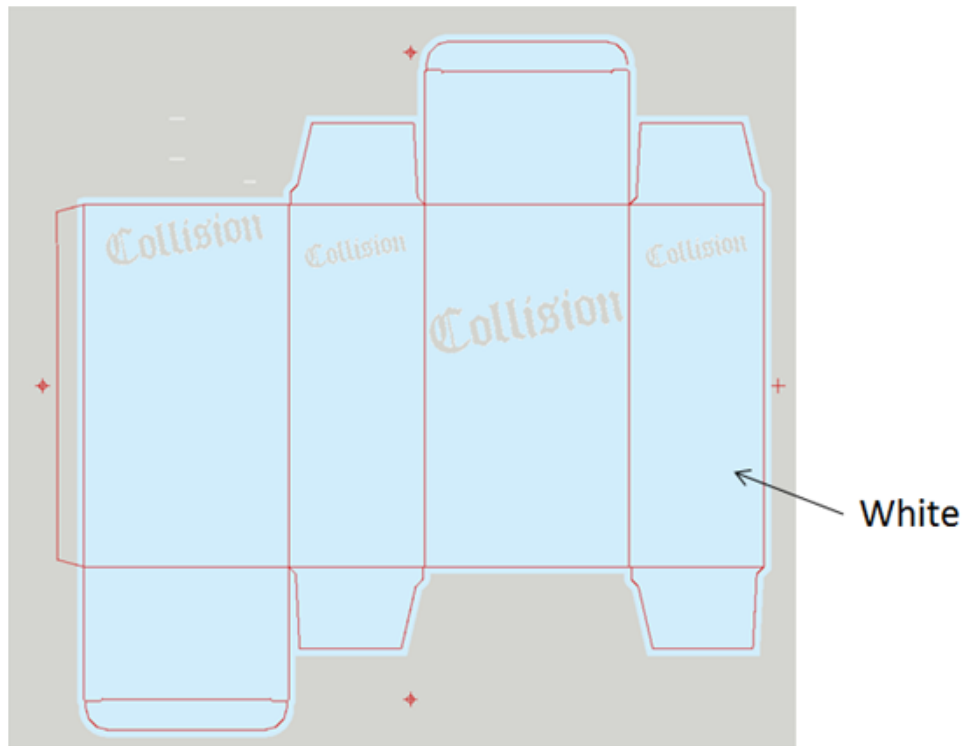
# Processing Steps - Types



Dimensions



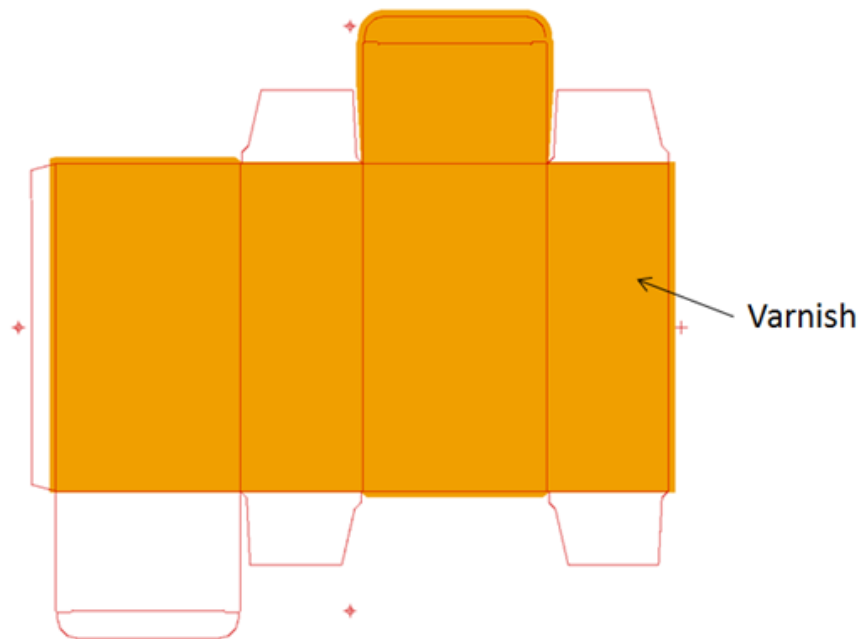
# Processing Steps - Types



## White

- Backing white for printing on transparent foil and metallic substrates

# Processing Steps - Types



## Varnish

- Application of a varnish layer on selected parts of the packaging

# Why store processing steps in PDF?

## “Single version of the truth”

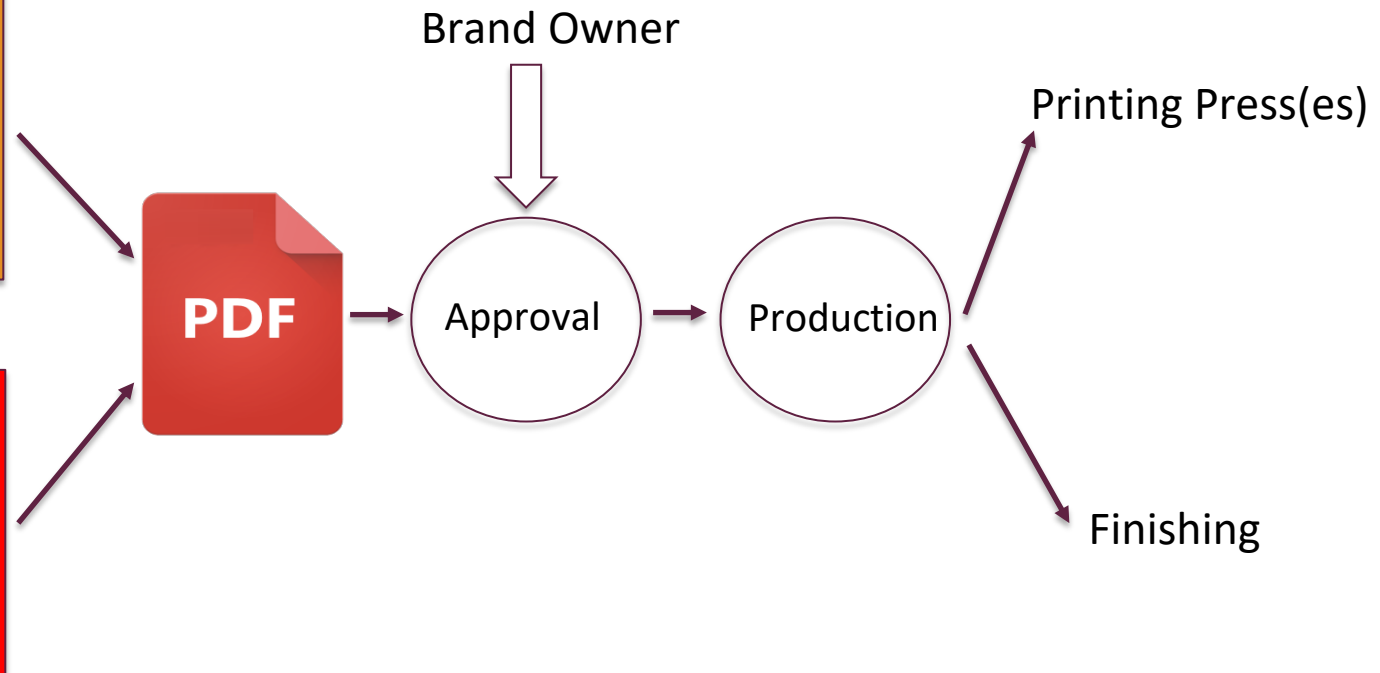
PDF as the production master for both printing and non printing

### Print Content

Images  
Graphics  
Content  
Ingredient Copy  
Health warnings  
...

### Processing Steps

Structure  
Braille  
Foil  
Varnish  
Backing white  
...





# Packaging is more than printing CMYK

Brand colors

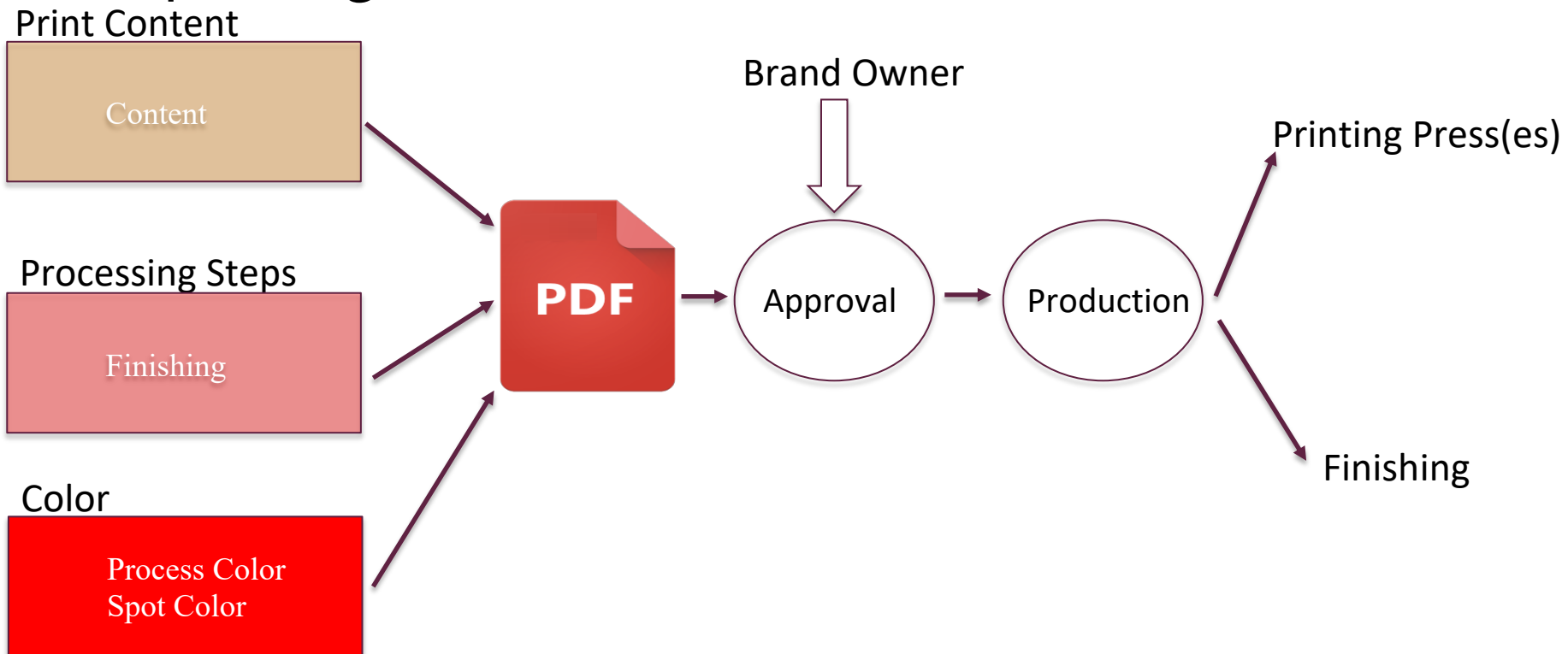
Spot colors



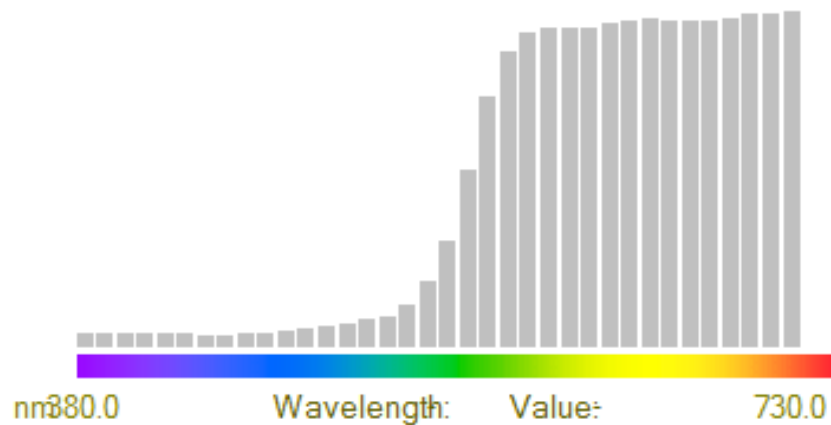
# Why store processing steps in PDF?

## “Single version of the truth”

PDF as the production master for both printing and non printing



## CxF/X-4



- A standardized way to embed spectral reflectance curves of spot colors in a PDF.
- Reliable data exchange, predictable results
- Co-developed by ISO TC130 JWG7, ICC and GWG
- ISO 17972-4:2015
- “Early days” for industry adoption

# Conclusion

## Conclusion

### Benefits for the brand owner

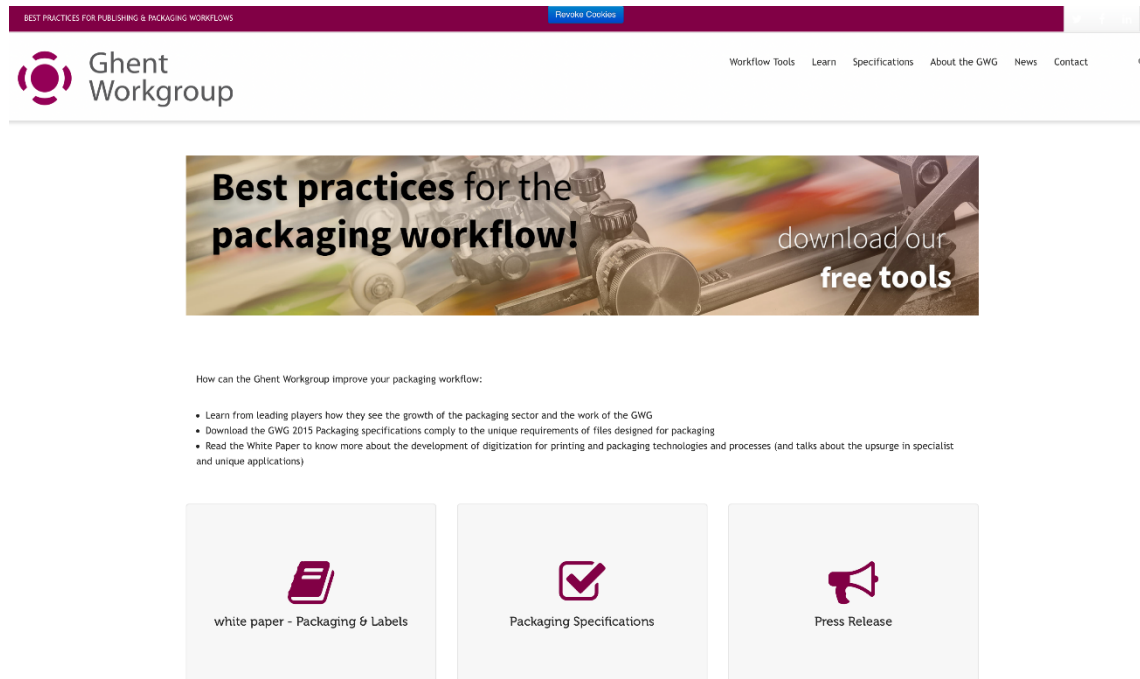
- Use of standards (PDF, ISO, GWG)
  - Best practices (application settings)
  - Process control (Output Suite)
  - Automation (Processing Steps)
  - Color Management (CxF/X-4)
- 
- This allows the brand owner to keep a standard measured process under control, and offers flexibility in the supplier management



Where can I find information?

# GWG website

- Application settings, Test Suites, White papers...
- Specific Packaging landing page



The screenshot shows the Ghent Workgroup website. At the top, there is a purple header bar with the text "BEST PRACTICES FOR PUBLISHING & PACKAGING WORKFLOWS" on the left and "Browse Courses" on the right. Below the header, the Ghent Workgroup logo is on the left, and a navigation menu with links "Workflow Tools", "Learn", "Specifications", "About the GWG", "News", and "Contact" is on the right. A search icon is also present. The main content area features a large banner with a background image of industrial machinery. The banner text reads "Best practices for the packaging workflow!" in bold, and "download our free tools" in a smaller font. Below the banner, there is a section titled "How can the Ghent Workgroup improve your packaging workflow:" followed by a bulleted list of three items: "Learn from leading players how they see the growth of the packaging sector and the work of the GWG", "Download the GWG 2015 Packaging specifications comply to the unique requirements of files designed for packaging", and "Read the White Paper to know more about the development of digitization for printing and packaging technologies and processes (and talks about the upsurge in specialist and unique applications)". At the bottom, there are three white boxes with purple icons and text: "white paper - Packaging & Labels" (with a document icon), "Packaging Specifications" (with a checkmark icon), and "Press Release" (with a megaphone icon).

BEST PRACTICES FOR PUBLISHING & PACKAGING WORKFLOWS

Browse Courses

Ghent Workgroup

Workflow Tools Learn Specifications About the GWG News Contact

Best practices for the packaging workflow!

download our free tools

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white paper - Packaging & Labels

Packaging Specifications

Press Release

## Stay informed

- GWG social media links
  - [facebook.com/GhentWorkgroup](https://facebook.com/GhentWorkgroup)
  - [twitter.com/ghentworkgroup](https://twitter.com/ghentworkgroup)
  - [linkedin.com/company/ghent-workgroup](https://linkedin.com/company/ghent-workgroup)



# Join the Ghent Workgroup?

- Learn
- Network
- Market yourself/company
- Attend a meeting as an observer

Upcoming meetings:

Nov 6-8, 2019 – Marseille, France

Feb 19-21, 2020 – Berlin, Germany

Apply for observer status and attend 1 meeting for free

- Join a subcommittee
- Become a member



# Questions?

**Christian Blaise**

christian.blaise@agilestreams.io

**Lieven Plettinck**

Lieven.Plettinck@esko.com



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[www.gwg.org](http://www.gwg.org)