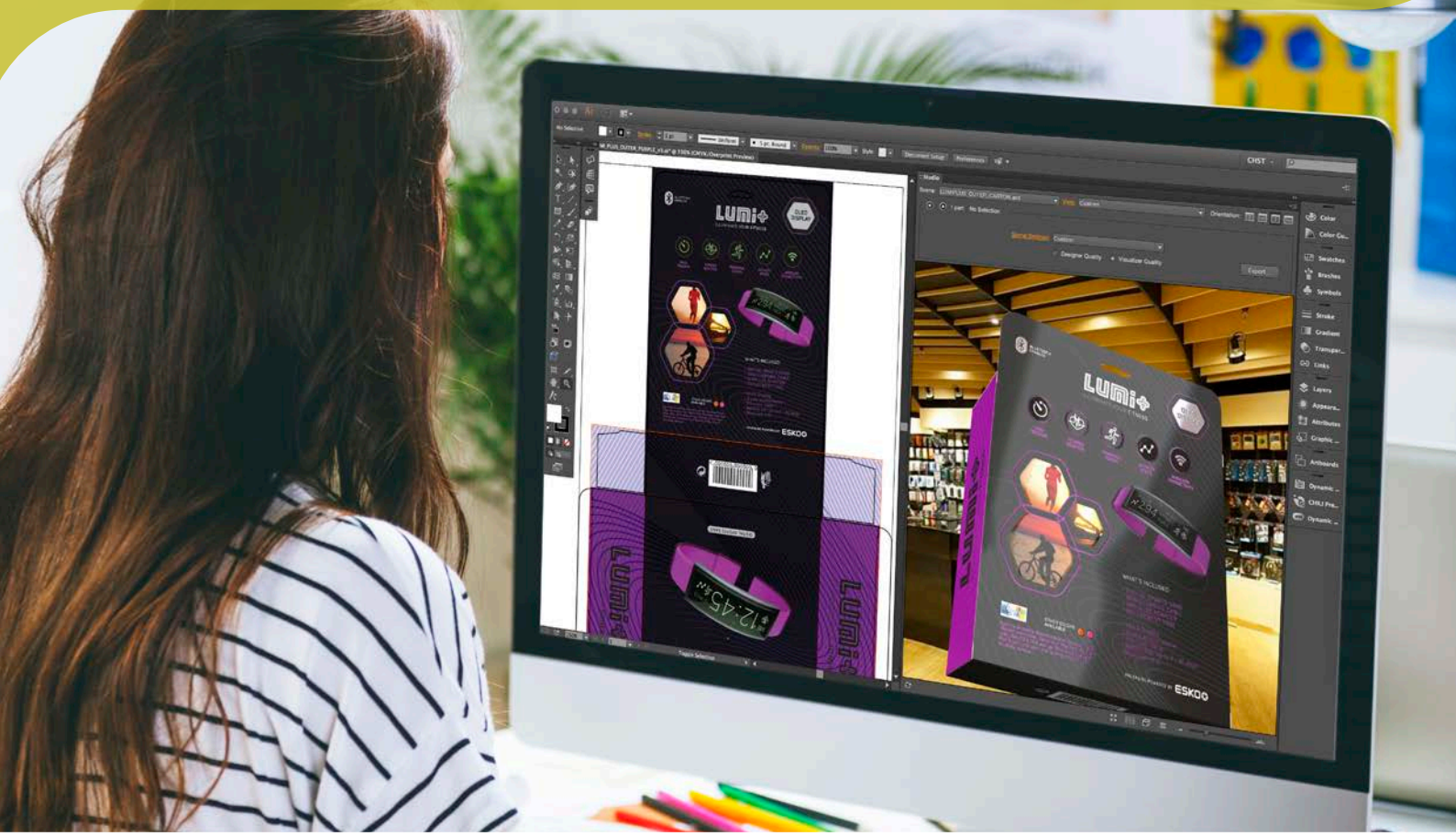
Packaging Management, Design & Preproduction Software



ESKO
SOFTWARE PLATFORM

Esko Software Platform is a complete collection of preproduction software tools for packaging, labels, signage and display production.

Esko Software Platform supports and manages the packaging and print processes at brand owners, retailers, designers, packaging and display converters and print service providers.

ESKO

Esko Software Platform: add value, improve efficiency and reduce cost

The Esko Software Platform tools for design, prepress, workflow and management cover the widest possible range of professional applications for the packaging, labels, signage and display manufacturing industries.

Today's label, packaging, sign and display production has become increasingly complex. Brand owners want to sell more products and bring them to market faster.

This leads to more variation in labels and packages, point-of-purchase displays and signage. These items need to be produced in ever smaller production runs with shorter lead times, without sacrificing quality.

In addition, production companies are faced with an overall shortage of skilled prepress and print operators.

Because of this increased complexity, manufacturers of labels, packaging, signs and display graphics call for more operational flexibility with shorter learning curves, faster time to market and increased productivity.

One Platform to connect the entire packaging value chain

With Esko Software Platform, users widen and deepen their impact, grip and control over the packaging supply chain.

Esko Software Platform brings significant capabilities in pre-press editing, 3D visualization, quality assurance, color management, workflow automation and palletization without the need to reengineer operational workflows or re-train operators.

A fresh approach for ease of use and flexibility

Esko Software Platform offers an integrated, scalable end-to-end solution for both small family-run shops and large global corporations with many production locations.

Esko Software Platform makes it easier for companies to add capacity and functionality as the needs change.

While users can focus on cost control and productivity optimization, Esko ensures an integrated end-to-end solution that protects companies' investments and helps them grow.

SaaS and subscriptions: ease of use, flexibility and improved support

The Esko Software Platform can be deployed on premise or in the cloud and can be purchased with a traditional license or a flexible subscription model. Esko hosts and manages a series of attractive Software as a Service (SaaS) solutions.

Largest SaaS platform in packaging

Esko's strongly integrated software solutions are available as a fully managed and hosted solution.

Speed up time to market, enjoy a faster ROI and optimize your production by moving selected processes and services to a central and global cloud platform.

Hosted software allows companies to leverage the benefits of dedicated software without increasing IT overhead and without the potential complexities coming with software upgrades. Users are guaranteed fast deployment and the latest updates.

Esko Software Platform offers an established SaaS platform that services hundreds of companies (including 25 global leading brands) and processes millions of transactions per month.

Subscriptions: grow business, manage costs

When demand spikes, subscriptions simplify adding additional software seats. The transparent user based pricing model implicates predictable costs and a fast ROI. And as support and maintenance service is included, there are no hidden extra fees.

		Deployment	
		local	hosted
Business model	perpetual license	Software is installed locally on hardware of customer. Customer buys a license without expiry and optionally adds a maintenance contract.	Software is hosted by Esko. Customer buys a license without expiry through a recurring hosting fee.
	subscription	Software is installed locally on hardware of customer. Customer subscribes to the use of software for a certain term and pays on a monthly or yearly basis.	Software is hosted by Esko. Customer subscribes to the use of software for a certain term, or based on the number of users or transactions, and pays on a monthly or yearly basis.

Ideation, briefing, packaging approval & content management

Manage your packaging production

In many companies, packaging designs are emailed back and forth between product management, designers, marketing and external suppliers until the final artwork is agreed upon.

Not only is this extremely time consuming, there's a lot of opportunities for errors to sneak in. With numerous language, size and regions variations of a project, and many global stakeholders involved, there might be confusion as to:

- what the latest version is to annotate.
- whose action is required at a certain stage in the approval process.
- what the correct content on a product variation is, also from a legal perspective.
- what the latest status of a project is.

Use a packaging management solution

It makes more sense to streamline the whole process. All packaging essential data can be shared online, in one centralized, secure spot.

What's more, the workflow is clearly structured. Everyone involved can track the status and is notified of his or her part in the project. This significantly improves the level of collaboration between all stakeholders.

WebCenter

WebCenter is a powerful online packaging management system to manage your business process, packaging specification, approval cycles, packaging copy content and digital assets. This secure, online collaboration platform lets users manage projects and review, annotate and approve documents.

WebCenter acts as a flexible centralized, secure digital warehouse for all of a brand's packaging assets, including: technical key lines, artwork, graphics, logos, images, 3D designs with print finishing effects, and other packaging elements.

WebCenter reduces time to market with streamlined content management functionality. Text and other regulatory content are automatically pulled from a common content database into the artwork. Updating existing artwork or creating multiple variants for a single product was never this easy.

WebCenter acts also as a gateway to other 3rd party systems (PLM, DAM, ERP, MIS).

HANDLE 45% MORE PROJECTS WITH HIGHER QUALITY AT LOWER COST

Esko's packaging workflow and management tools are accessible 24/7, even on mobile devices.

MediaBeacon

MediaBeacon is Esko's digital asset management (DAM) system. With the sheer number of packaging assets generated on a daily basis, it is critical to take control of product and marketing collateral.

Integrated with WebCenter it makes assets available in the right version at the right time to the right stakeholders in the packaging workflow. This integration supports better design, helps protect brand integrity, ensures regulatory compliance and speeds up time to market

With an intuitive widget based interface, MediaBeacon software is easy to use, easy to administer, and easy to change.

MediaBeacon enables brand owners to focus on their most important asset: their brand

Share and Approve Service

Share and Approve Service is a cloud service for easy sharing, annotation and approval directly from the applications like Adobe® Illustrator®, ArtiosCAD, DeskPack, Studio, ArtPro+ and Automation Engine.

Design labels, packaging & displays

Design packaging in 3D

Good packaging broadcasts an alluring brand message to potential buyers. Good packaging seduces and instructs. It's the cornerstone of any decent marketing mix.

Designing packaging that generates sales is not easy. Esko's software portfolio is built around packaging: our tools help you design inspiring packaging and test your designs in the market.

The global standard in structural packaging design

Packaging and display development starts with structural design. Whether you create folding carton boxes, corrugated containers, shelf ready packaging, bags or pouches; Esko supplies the world's leading structural design and manufacturing tools. These tools offer creativity and productivity for the most demanding production environments.

Fast packaging design in Adobe® Illustrator®

Why work in a flat world if packaging isn't? Esko solutions for 3D packaging design are made specifically for packaging artwork professionals. Integrating with the tools you already use, like Adobe® Illustrator®, you will work faster and unleash your creativity.

Esko 3D packaging design software is more than merely a design editor. You check for panel misalignments, spot structural mistakes in time and accurately predict shrink sleeve distortions without performing any shrink test.

So, whether you are a designer trying out different ideas, or a prepress operator checking a back-match, with Esko 3D packaging design tools you are virtually holding the pack in your hands.

ArtiosCAD

ArtiosCAD offers design and drafting tools for the structural design of multi-part packaging and POP displays. Intelligent functionality makes accurate creation of (multi part) CAD projects straightforward. What's more, the editor comes with extensive libraries of proven parametric design templates.

ArtiosCAD is optimized for the production equipment used in manufacturing and die-cutting.

ArtiosCAD Enterprise

ArtiosCAD Enterprise centralizes all production files, designs and material libraries in a secure, private cloud. ArtiosCAD Enterprise connects all internal and external stakeholders to one unique set of production files.

Design teams always have access to the most recently approved files and they are working with the same data (CAD files, material expertise...)

Cape Pack

Cape Pack is a modular suite of palletization software to help determine the best product size, case count, case size and pallet load.

Companies around the world are using Esko's Cape Pack palletization software to reduce their ecological footprint.

available as a subscription

Esko Store Visualizer places 3D packaging designs on virtual shelves. Discover how your designs will work in an interactive and dynamic 3D retail environment.

Studio

Studio is a collection of tools that adds the 3rd dimension and holistic approach to your packaging design.

Studio Designer adds 3D packaging design functionality to the Adobe® Illustrator®.

Studio Toolkits adds easy-to-use structural design tools for folding carton, corrugated box, bottles, cans, jars, labels, shrink sleeves...

available as a subscription

Studio Visualizer

Studio Visualizer allows you to select and view materials, apply print effects and combine different shapes into 3D compositions, including realistic lighting and shadow effects.

Studio Store Visualizer

Studio Store Visualizer, co-developed with VTales, allows design teams to test their packaging ideas in a dynamic virtual retail environment.

Studio Store Visualizer makes it possible to create stunning virtual 3D stores in minutes rather than days, especially when integrating it with planogram software.

90% COST AND TIME SAVINGS COMPARED TO PHYSICAL MOCK-UPS

Advanced packaging prepress

Eliminate production errors

'It's wrong!' That might very well be the most hated phrase after something has already been produced. Not only is it an enormous waste of time, it may very well be a huge waste of money too. There are ways to better control the risk of production errors.

Prepress functionality dedicated to packaging

Packaging prepress professionals don't like to take chances: they opt for dedicated prepress editors ArtPro, ArtPro+ and PackEdge or they use DeskPack, the collection of packaging prepress plugins for Adobe® Illustrator®.

Recognized and endorsed by industry professionals for their performance, all editors share the same packaging-rich functionality like a barcode editor, trapping software, 3D previewing, step and repeat and SmartMarks.

Streamline your workflow

You can further add automation and integration to your prepress. It drives cost out of packaging prepress and it reduces cycle times. Workflows are defined in a very intuitive and user-friendly way.

The Automation Engine is at the heart of your prepress workflow, organizing projects and data assets and automating repetitive and mundane tasks.

ArtPro & PackEdge

ArtPro and PackEdge are editors for pre-production of labels and packaging. They come with dedicated tools to tackle your major prepress pain points (e.g. trapping, distortion, screening, barcodes, step and repeat...).

ArtPro and PackEdge offer everything you need to prepare packaging designs for volume reproduction in a wide array of printing technologies (digital, offset, flexo, gravure, silk screen...).

ArtPro+

ArtPro+ is the next generation prepress editor featuring a state-of-the art 64-bit architecture and is 100% PDF native.

ArtPro+ has a unique and intuitive user interface: an in-context software tool selector wheel. It provides instant access to the right tools anywhere in the design and removes all clutter from the screen.

DeskPack

DeskPack is a collection of professional pre-production plugins for Adobe® Illustrator® CS and Adobe® Photoshop®.

Esko has taken the best of its packaging prepress technologies and plugged them in the world's most popular design tools.

Working in your favorite design applications, DeskPack significantly reduces errors, lead-time and cost. DeskPack turns Adobe® Illustrator® and Adobe® Photoshop® into a full fledged packaging workstation.

available as a subscription

A smooth workflow tackles growing complexity

A smooth automated workflow is a powerful ally as it irons out all inefficiencies. Automation of all the workflow steps without human intervention frees up your expert resources for more value-added tasks. A totally integrated workflow (connected to your business systems) drives cost out of the packaging process and it reduces cycle times.

Get rid of tedious and error-prone manual copy-paste workflows. Automated artwork creation and copy management eliminates errors and speeds up the process. Managing content for size, flavor and language variants becomes a breeze.

Esko's pre-production tools reduce errors, lead-time and cost.

Automation Engine

Automation Engine is a modular workflow server that automates prepress tasks. Automation Engine ensures increased efficiency and throughput and saves time and money.

It is, by all standards, an exceptional answer to the daily challenges of print professionals who need to increase quality, reduce errors and drive cost out of the process.

Automation Engine has a scalable, yet easy-to-use client-server architecture. It offers Global Vision functionality for automated quality control.

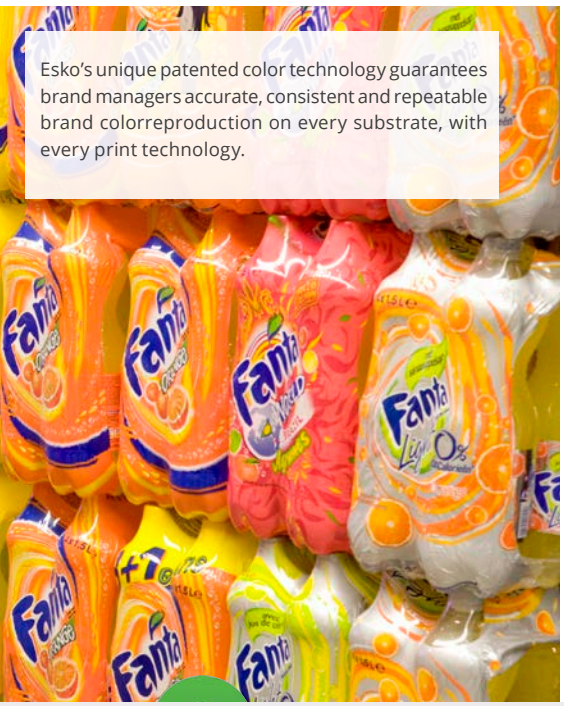
Automation Engine can be fully integrated with any business system. Production milestones provide feedback to your MIS or ERP system.

The Device Manager module connects and integrates Esko's hardware product lines (Kongsberg cutting tables and CDI flexo plate imagers) with the prepress workflow. Device Manager puts full operational control of these devices in the hands of the prepress operator.

40% MORE JOBS WITH THE SAME HEADCOUNT

Color management, RIP & screening

Get brilliant results, time and time again



Esko's unique patented color technology guarantees brand managers accurate, consistent and repeatable brand colorreproduction on every substrate, with every print technology.

Everyone in the packaging supply chain has a stake in getting color right the first time. Successful color management doesn't just happen in the moment right before going to print.

The key to effective color management is communication. Accurate color information needs to be present throughout the entire production process. From the moment the brand owner decides on a color, over the designer's first creations, all the way through to the press: a glitch-free color communication evens the path to success.

Proofing made easy

Esko's proofing solution drives a huge range of popular inkjet devices. It assures a match between press and proof.

PackProof contains a wealth of advanced features such as dot proofing, matching dot gain of the press (to simulate the flexo highlight break) and proofing of expanded gamut multicolor process jobs.

Color Engine

Color Engine is a centralized color management server and database with patented spectral profile technology. It offers unique and patented capabilities for spot color handling, providing integrated and consistent color management from design to final print.

Equinox

Equinox is Esko's fixed color palette or extended gamut printing solution for packaging and commercial print.

Esko's patented overprint model provides a unique approach to multi-ink profile support.

PantoneLIVE

With PantoneLIVE™ (by X-Rite Pantone), the digital brand color lives in a secure, centralized cloud where it's accessible to brand owners, designers, production people, anyone and everyone in the supply chain, anywhere around the globe.

Esko Software Platform fully supports PantoneLIVE. Color Engine accesses the PantoneLIVE database and downloads the selected spectral spot color profiles which are then used throughout the entire workflow.

30% REDUCTION IN NUMBER OF CHANGEOVERS

Consistent high quality output

You want your RIP to deliver fast, consistent and high quality output. Esko's output solution offers uncompromised compatibility with open industry standards. It is workflow and device independent. It drives current and future devices alike and offers an unmatched growth path into different market segments.

State of the art screening

Esko output solutions come with dedicated state of the art screening for flexo and offset. The RIP works with HD Flexo and Full HD Flexo (flexography), Concentric Screening (offset lithography) and unscreened TIFF output to gravure cylinder engravers.

Design studios, trade shops and converters around the world rely on Esko prepress tools for the make ready of packaging and labels.

Imaging Engine

Color Engine is the RIP that provides consistent, high performance, top quality output across all types of imaging and print devices, both conventional and digital.

Screening

Esko offers the widest range of halftone screening technologies, each optimized for specific print processes.

Concentric Screening, for example, is a revolutionary and proven halftone dot technology for offset printing. **HD Flexo** and **Full HD Flexo** screening are the new standards for flexographic printing.

Pack Proof

Pack Proof is a workflow independent and an ICC compatible proofing solution for high quality and consistent digital proofing.

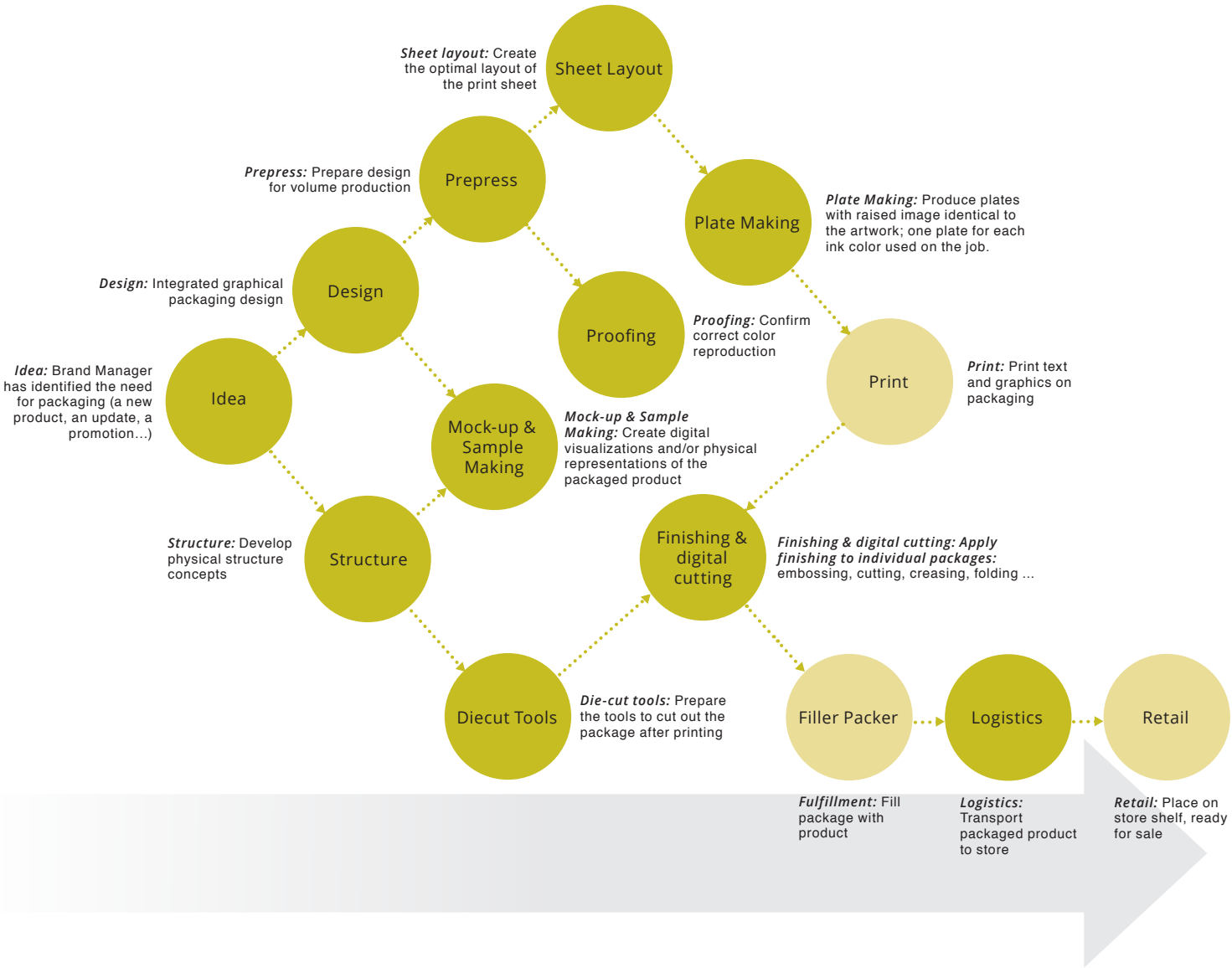
Extra output tools

Esko Software Platform comes with additional tools for bitmap viewing (**Bitmap Viewer**), bitmap editing (**FlexoPerfection**) and dot gain control (**PressSync**).

US

Esko Software Platform

Integrated software tools that improve productivity and drive cost out of the entire packaging production process



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