



**A REVOLUTIONARY APPROACH FOR
PRE-PRESS IN PACKAGING**

ARTWORK
SYSTEMS

www.artwork-systems.com

PA:CT encapsulates PDF in a secure data layer that provides packaging professionals with instant access to clear, straightforward information about a file and its history. Traceability, enhanced quality, effortless communication and comparison functions: PA:CT has it all!

ADVANTAGES FOR THE DESIGNER:

- Far less hard copy proofs needed
- More direct and shorter approval cycles
- Designers are recognized as a qualified participant in the graphic chain
- Improved quality of the final product
- Faster and more direct communication with other participants

"We are recognized as a qualified contributor of the Graphic Chain. The files we deliver to the next contributor are perfect."



DESIGN AGENCY



ADVANTAGES FOR THE PRINTER:

- Smooth integration of function in ArtPro and Nexus
No changes in existing workflow
- Preflighting: most error sources are eliminated
- Time spent on incoming file checking is reduced to almost zero
- Complete traceability: visible and printable report
- Internal quality control system

"Incoming file checking is now done by only one person; before PA:CT we needed at least two operators in a double shift."



PRINTING



The design agency creates the marketing artwork in Adobe Illustrator. The file is saved as PDF in the Illustrator application. PitStop can certify the marketing PDF before it is sent to the brand-owner.



The brand-owner can check the marketing artwork on the PC, and can review and add comments to the document before it is transferred to the pre-press house.

HIGHLIGHTS

- Complete traceability: edit log and history trail and compare functions
- PDF profile guarantees quality towards output intent
- Exchangeable user/ job/file and system information
- Compliant with *Enfocus® PitStop Professional*, *PitStop server*, *Instant PDF* and *Certified PDF* technology
- Smoothly integrated in *ArtPro*, *Nexus*, *Mnemo*, *Webway* and *Odystar*
- *PA:CT* acts beyond production. Marketeers and brand-owners have access to the information using the free *Enfocus Statuscheck®* plug in

ADVANTAGES FOR THE BRAND-OWNER:

- Traceability: **complete history** of all the modifications is in the file; the answer to who did what and when...
- One single file: the approved file is the file that will be used for printing
- **Shorter time to market**
- Helps to **identify responsibility**

All people involved in the process agreed: "It is helping the brand-owner and us. We plan to extend this technology to all our offices"

ADVANTAGES FOR THE PRE-PRESS COMPANY:

- Smooth **integration** of functions in *ArtPro*, *Nexus* and *Odystar*; phase by phase implementation
- **Compare and rollback** functions: easy tracking of corrections and modifications
- Edit log traceability: **detailed log** from activities on the file
- *PA:CT* can be used as an entry base for **automation**
- Standardization on file **exchangeability**: less different applications, less maintenance and simple incoming file and datacheck
- **Faster production cycle**
- *PA:CT* can be used as an internal **quality control system**

"Our production became predictable and more secure; on time and with a high integrity. The file used for approval is the file that we use for printing!"

BRAND-OWNER



PRE-PRODUCTION



The pre-press company creates the repro file from the Certified PDF using *PA:CT*. All changes and modifications are tracked and stored in the document history and are highlighted on the screen for every user.



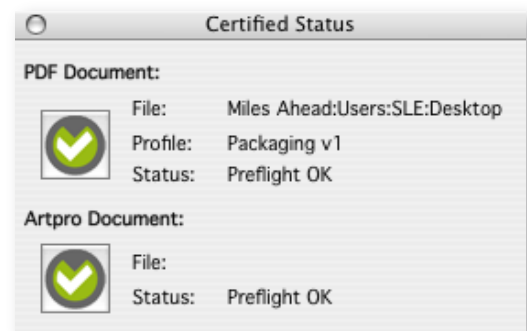
The printer uses the Certified PDF to print. It is the same file as the approved file.

PA:CT - Traceability... from concept to the printed package

PA:CT® is *Artwork Systems*' solution to integrate the industry standard *Certified PDF technology*® of *Enfocus Software* in the packaging world. Certified PDF technology is adopted by a large number of graphic associations (e.g. GhentPDFworkgroup, IPA, SICOIV, DDAP, and others) and has become the recommended standard for file exchange by many editors and companies throughout the world.

PA:CT - Packaging : Certified Technology is a unique solution. PA:CT is an additional layer on top of all our applications: ArtPro®, Nexus® and Odystar®, it offers complete traceability for the brand- owner, the design agency, the pre-press company and the printer.

The packaging industry will never be the same. PA:CT has changed the face of packaging.



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