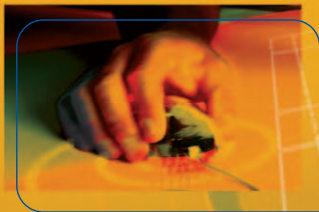


PACKAGING  
LIFECYCLE  
MANAGEMENT



## Build and Maintain Your Brand Value through Packaging Lifecycle Management



The packaging industry is changing. With an explosion of mass media communication channels, bombarded consumers are making the majority of their purchase decisions in the aisle. In essence, packaging has become advertising. To build your brand and grow market share, you need more powerful, memorable imagery on shelf. At the same time, you face the

challenge of producing lower total delivered costs and higher profit margins. You're looking for shorter time to market, less waste and more cost-effective processes. Phototype can help you achieve it all with strategic Packaging Lifecycle Management services that maximize brand value every step of the way from design to delivery.

### Every Touch Point is a Tipping Point; Every Tipping Point is an Opportunity

Every time a consumer sees your brand, opens your package, or uses your product...is a touch point. And each touch point is a tipping point—the point at which your messaging succeeds or fails. The point at which you "do or die."

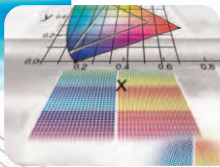
The same is true of your packaging process. Every link in your supply chain, every phase of design development, every step of the manufacturing cycle...is a tipping point. Is your artwork

really ready for print? Is your signature color going to reproduce accurately across different substrates? Are your images crisp, clear and competitive? Are you meeting deadlines?

Phototype can ensure that your touch points tip in your favor with:

- Art that is Smart
- Colors that are true
- Imaging Excellence
- Customized workflow tools

Helping you create  
and manage the  
brands you will see,  
buy, and believe...



## SmartArt<sup>SM</sup> – Art that works smarter, not harder



It really does make a difference how your electronic art files are constructed. Phototype creates and manages art so that it moves seamlessly from the beginning to the end of your supply chain... so that it can be easily stored, retrieved and repurposed... so that it works with a variety of hardware and software platforms... and ultimately, so that it has the eye-catching appeal you envisioned.

Smart Art<sup>SM</sup> is intelligence and technology combined to get your big ideas to market faster!

*Smart Art<sup>SM</sup> is digital artwork that is...*

*...designed deliberately to take advantage of automation technologies for collaborating, distributing, processing and verifying digital art.*

*...optimized for output, taking into account substrates, press configurations and ink systems.*

*...constructed carefully so that it meets all legal and regulatory standards for commercial communications.*

As much as 70% of the art that comes from design studios must be "rebuilt" for print tools. Smart Art eliminates this historical disconnect and helps you control the cost, quality and longevity of your art assets.

## The Science of Color

Because color is THE most memorable product visual to consumers, you want your brand colors to print just right... the first time... and every time.

First, we control the color data in your electronic art so that it reproduces best for the intended purpose. Then, we verify every proof against a reference database updated regularly with printer feedback. The result is the best color matching on any device—from your monitor; to fast, low-cost thermal proofs; to high-end print contract proofs.

Whatever the process, Phototype delivers true color because the cost of inconsistency can undermine your brand's value.

*Phototype has mastered the science of color to develop:*

- *color separation techniques that extend the range of print possibilities, and*
- *closed-loop color management systems that help all your printers hit your color target.*

## Imaging Excellence Based on Experience

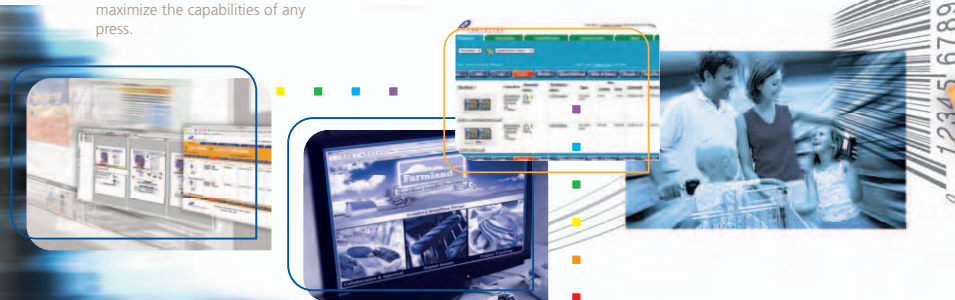
Today, packaging comes in hundreds of forms printed dozens of ways. It takes hands-on experience to understand the nuances of each process — experience we've gained over nearly a century.

We're the go-to team when it comes to extending color gamut and improving image fidelity, and we know exactly how to make films, plates and print tools to maximize the capabilities of any press.

To keep us balanced on the leading edge,

- we invest in the most advanced equipment for image scanning, assembly, retouching and output,
- we employ a staff of printing experts to consult press-side with your supplier and ensure the highest quality result for the most challenging applications.

Our passion for imaging runs as deep as our knowledge. Phototype was one of the first prepress providers in the world to adopt computer-to-flexo plate technology. Later we invented a revolutionary screening process called NuDot® that has opened a range of exciting possibilities for improving the quality and performance of flexo printing.



## Customized Workflow Tools Reduce Costs, Save Time, and Enhance Productivity

Using "Best of Class" database software and Internet communications technology, Phototype has developed a suite of customizable tools to help you manage your entire graphics production process—and all the people, documents and activities in it.

### Digital Assets Management

A powerful, intuitive relational database for storing, retrieving and distributing all of your brand assets.

### Project Tracker

A time management and reporting program that gives you both a bird's eye view and an in-depth analysis of all your work in process.

### Virtual Collaboration & Approval

A synchronized collaboration system that allows you to route, review and annotate detailed soft proofs in real-time.

### Web Portal

A single, online point-of-entry with a personalized URL to give your internal teams and key suppliers instant access to all workflow tools.

Our workflow solutions are fast, flexible and affordable for managing multiple brands. More importantly, you won't have to change how you work for us...we'll change our tools to work for you.





PHOTOTYPE

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