

Smart Artsm

Intelligent design to help you control the quality, cost and longevity of your brand graphic assets.

Smart Artsm moves seamlessly from the beginning to the end of your supply chain... is easily stored, retrieved and repurposed... works with a variety of hardware and software platforms... provides accountability for your vendors... and assures you the highest quality printing results.

You can't always see the real value of what you're paying for...especially when it comes to buying electronic art files for commercial print and packaging. The way in which your design and production art files are constructed can make a huge difference in how reliably and accurately they can be reproduced.

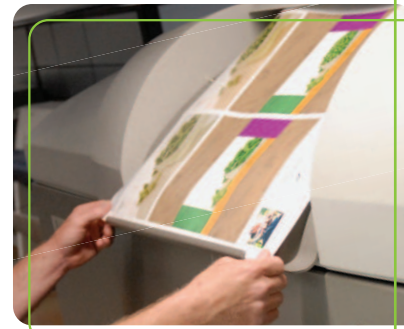
The plain truth is that up to 70% of design files have to be rebuilt before they can be proofed and printed. This can result in unexpected errors, longer turnarounds and additional production costs. Phototype has created a method of specifying and constructing digital graphics called Smart Artsm that can help you avoid these pitfalls and extend the value of your marketing spend.

Smart Art contains all the necessary instructions for predictable, reliable results every step of the way from design development to production art to premedia and print tool production. Because every detail is embedded electronically, Smart Art makes it possible to leverage the most advanced electronic graphics equipment in the most streamlined workflows.

Smart Artsm

Universal Designs, Production Art, and Print-Ready Data that are:

- Built to the highest standards for digital graphics quality
- Constructed to take advantage of relational databases, streamlined workflows and Internet-based collaboration tools
- Optimized to substrate, ink and print process specifications
- Compliant and verifiable to Ghent PDF Workgroup specifications
- Created in a closed-loop color managed environment



Design

Universal image file for communicating design intent.

To be used for marketing and legal approval routing, on-screen soft proofing, and non-contract hard proofing on various color output devices.

What's inside:

- Created in the latest version of Adobe® Illustrator®
- Universally recognized and readable PDF output format
- Cross-platform compatible
- All graphic elements organized on supplied, dimensionally accurate master die templates
- High resolution (300 dpi) photography and illustrations
- All graphic and copy elements fully editable
- Net weight statements, ingredients, and nutrition facts panels verified to comply with relevant legal and regulatory requirements
- Text and graphic elements verified to comply with defacto print process specifications for offset, flexo or gravure
- RGB, CMYK and CMYK+ color palettes
- Color normalized to industry standard printing specifications such as SWOP, GRACoL and F.I.R.S.T.
- For-position-only bar codes
- Created in a closed-loop color managed environment
- Optional: Certified compliant with Ghent PDF Workgroup specifications for design files
- Optional: Meta-tagged and pre-processed for uploading to digital asset database

Production Art

Color-accurate, archive-quality electronic file for contract proofing.

Ready to be trapped, stepped and repeated, screened and output to exact printing press specifications.

What's inside:

- Design intent maintained across all SKUs or items
- File naming conventions established for multiple versions, downstream vendors and archival systems
- Printer's marks, converting eyemarks and color bars included
- Color palettes for Extended Gamut Ink Systems (Opaltone®, Hexachrome®, etc.)
- Images and photography expertly retouched to recommended or supplied specifications for substrate, ink system and print process
- Reader-verified, high resolution bar codes
- Archived record for version comparison
- Optional: Certified compliant with Ghent PDF Workgroup specifications for flexo, gravure or offset printing files
- Optional: Electronic job tickets with embedded manufacturing data compatible with SAP, ERP, MIS



PHOTOTYPE

CORPORATE HEADQUARTERS

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