



Label Artwork Management Services

The Challenge

The number of legal requirements regarding the marking of packages does not stop increasing and calls for a high degree of know-how in development and design of labels. The general trend towards multi-language layouts additionally reinforces this problem of information.

As the individual divisions often are located far away from each other, the approval process of layouts may be impacted by long reaction times with the unnecessary effect that the launch of new products is considerably delayed which causes lost revenues. An incorrect or insufficient marking may lead to considerable costs in the case of e.g. recall campaigns.

For this reason, developing artworks does not only require adequate know-how in pre-press and computer systems, but it also demands a high degree in competence in the fields of labelling and packaging legislation as well as in the administration of the needed information which, in the ideal case, should be combined in a complete service.

The Solution

In our in-house graphics department, we are able, thanks to state-of-the-art techniques, to create artworks within the shortest period of time and to electronically send them in appropriate form to the customer for approval. The approved artworks are transmitted to the label supplier without any loss in time as well, e.g. by FTP.

EUROPACK is specialised in administering the complex information which are necessary for the creation of artworks by means of database-driven information systems. Upon your request, it is possible to make them available to you as well so that your administration of the large number of your layouts can be facilitated. In automated processes, they furthermore allow us to perform the artwork creation for you even shorter within a blink of an eye.

During the creation of artworks, a check regarding the legal conformity is naturally made. Performances, which are otherwise extra charged, e.g. the creation of barcodes, are included.

Furthermore, we develop solutions for an individual labelling in the fields of large packages / slow movers with highest standardisation. Increase your quantities at the printer and reduce your costs. We also involve the local printing (e.g. thermal transfer print) in the label production.

We also support you in the preparation of tenders and, with our know-how, we assist your label printer in your order.

We would be pleased to submit you a tailored offer for the creation of your artworks.



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The Facts at a Glance

Our Services

- Creation of Artworks
- Creation and insertion of barcodes
- Inclusion of the legal texts which revealed to be necessary by the SDS (if necessary, in different languages)
- Check regarding production cost optimization
- Color prints by laser printer (upon request)
- Assistance during the approval procedure
- Transfer to the indicated label supplier
- Reporting
- Project management

Conditions

- Supply of all designs by the customer
- Supply of all texts by the customer
- Supply of the safety data sheet
- Supply of the barcode number by the customer

Additional Services

- Translation service
- Design (e.g. on project basis)
- Conversion of artworks into other formats
- Colour sample / chromatins and electronic samples

Computer Systems

- Macintosh
- MS-Windows (PC)

Software

- Illustrator
- Photoshop
- Acrobat Exchange
- Freehand
- et al.

Data Exchange (Reception and Sending)

- FTP (Internet File Transfer) / E-Mail
- Different storage media
- ISDN Data exchange