HEIDELBERG

44.699

= 18.05.2022

Who’s here with you today

Marc Woschei
Prinect Product Management:

→ Focus on Packaging and SF Label

Sebastian Schwarz
Prinect Product Management:

→ Focus on Packaging and SF Label

INTERNATIONAL PRINECT USER DAYS

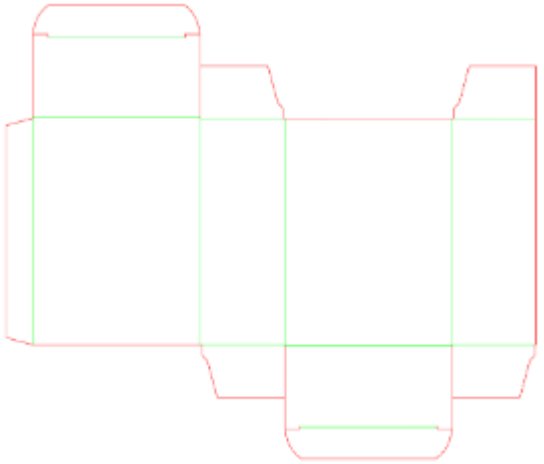
Agenda

1. How Prinect Packaging thinks | Basic concept behind the software
2. Packaging Production | Production steps to consider
3. Demo: Imposition
4. Use Cases | What kind of Input do you get from your customer?

1. How Prinect Packaging thinks

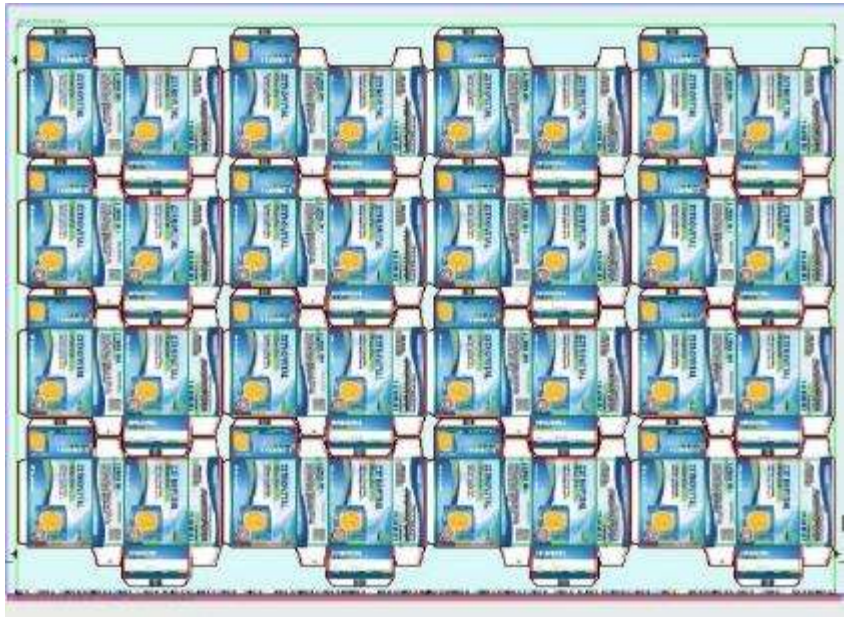
Prinect Production Packaging
Article-based workflow

1. Shape



2. Grafic-Design (Article)

3. Layout



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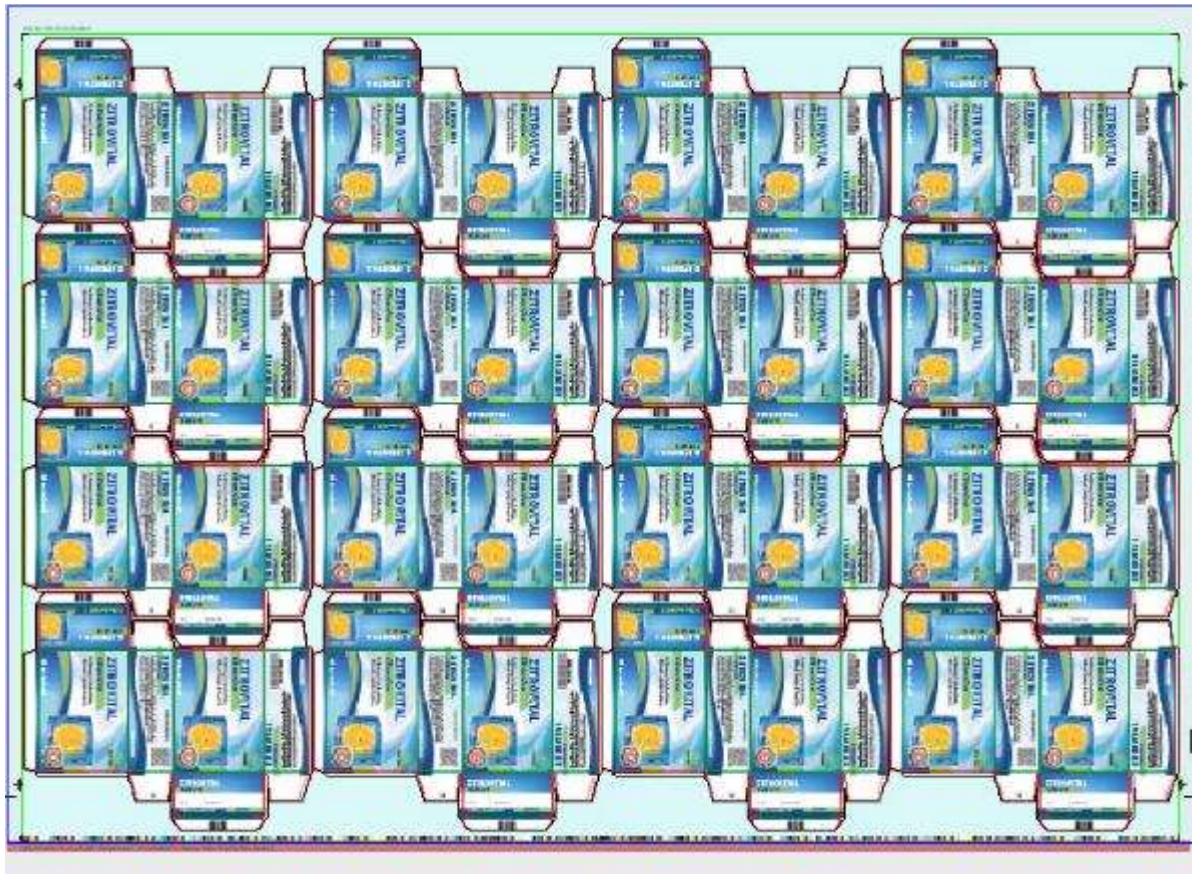
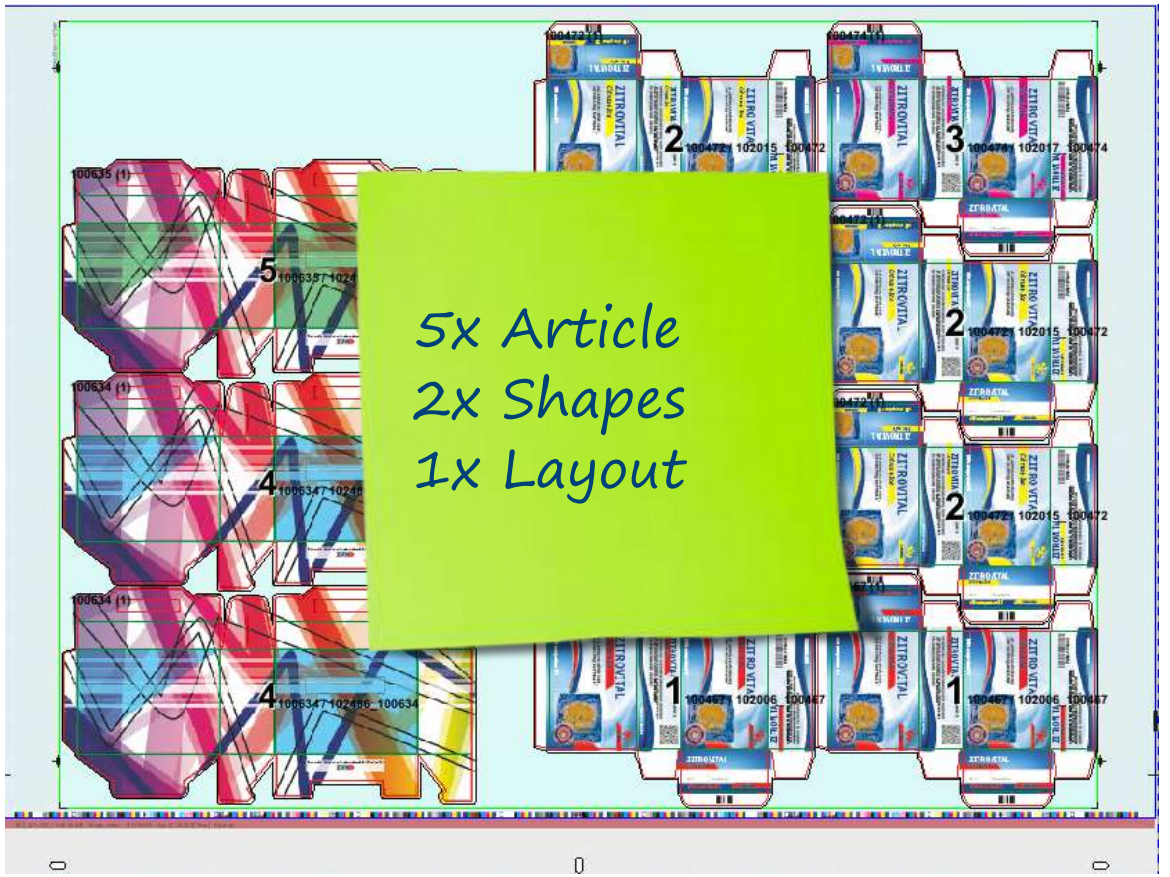
Prinect Production Packaging
article-based workflow





2. Packaging Production

Folding Boxes
Some facts on our buying behaviour…

- → 60 % of all buying decisions are unplaned*
- → Approx. 60% of the decisions are based on/influenced by the packaging *
- → 74 % of the decisions take place at the POS *
- → Average time a consumer looks at a product at the POS: 1,6 sec **

Quelle:

* Richard Linxweiler;

** Martin Amann / Future Brand

Folding Boxes
Features & Functions – Multi-Purpose-Packaging

Communication

Brand Identity

Brand Recognition

Differentiator

Attention@POS

Laws & Regulations

Positioning & Orientation

Process Know-how & Lifecycle

Supply Chain

Prinect Production Packaging

1 **Print Buyer Integration**

2 **Job Creation & Automation**

3 **CAD Design**

4 **File Preparation**

5 **Imposition**

6 **Planning & Scheduling**

7 **Color & Quality**

8 **Rendering & Plate Making**

9 **Pressroom Offset & Digital**

10 **Postpress**

11 **Reporting & Tracking**

12 **Smart BI Production**

Prinect Production Packaging

3 CAD Design

Prinect Production Packaging

1 **Print Buyer Integration**

2 **Job Creation & Automation**

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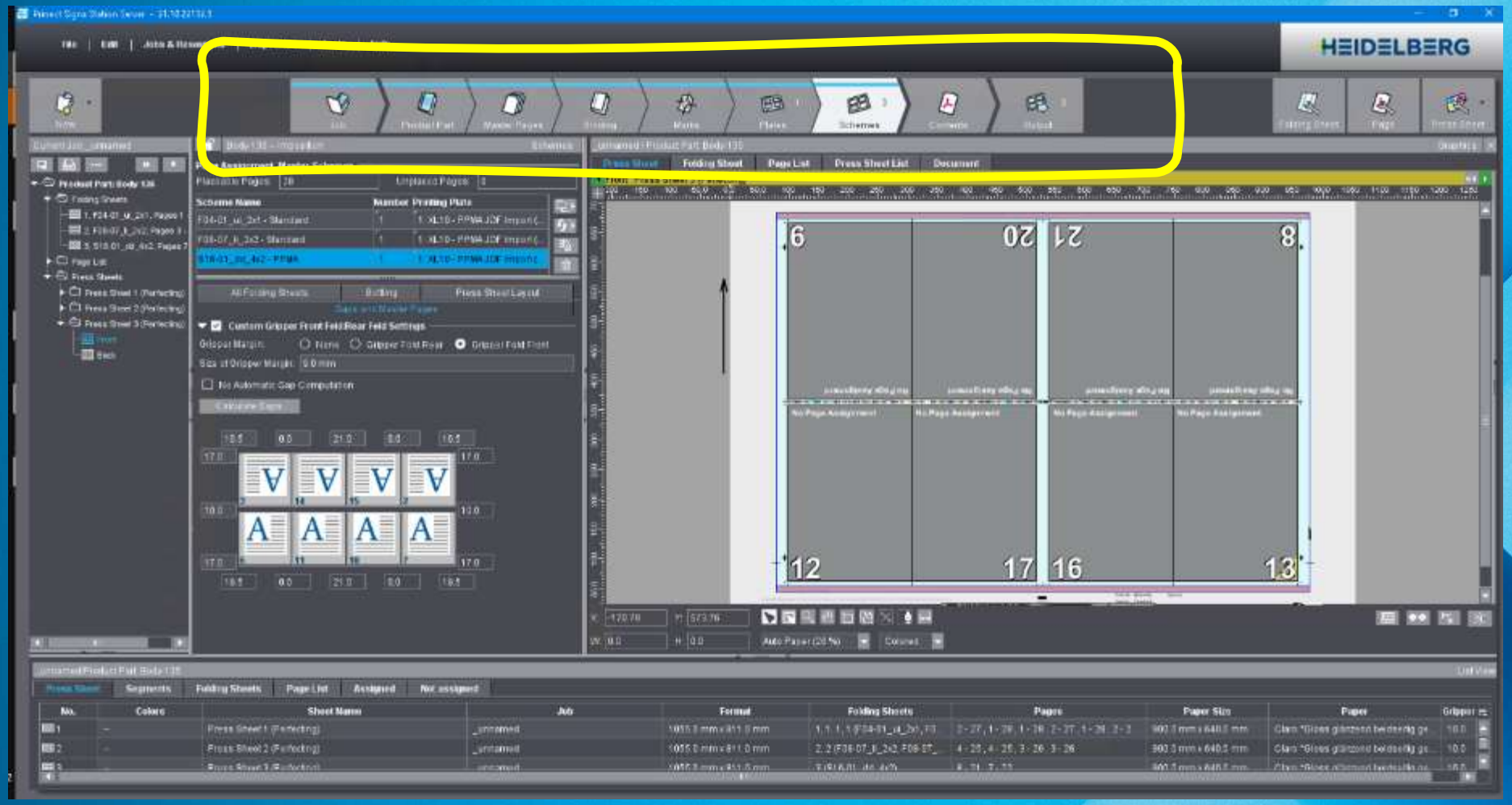
Prinect Production Packaging
Imposition

5 **Imposition**



INTERNATIONAL PRINECT USER DAYS

Prinect Production Packaging
Imposition – One Workflow for Packaging & Commercial

Ink Pick Up Bar

Station #

Color Control Strip

Glue Flap Code

Register Marks

Add. Marks e.g.
Die Cutting
Register

INTERNATIONAL
PRINECT USER DAYS

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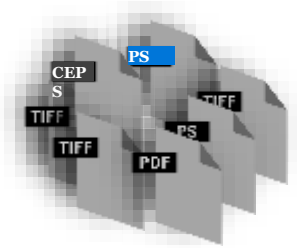
5 Imposition

Demo

3. Use Cases

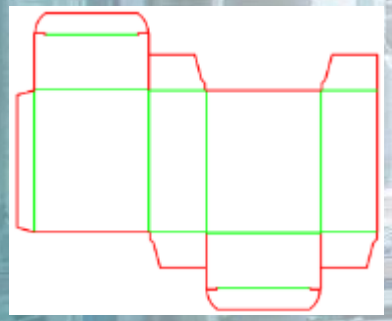
Prinect Production Packaging

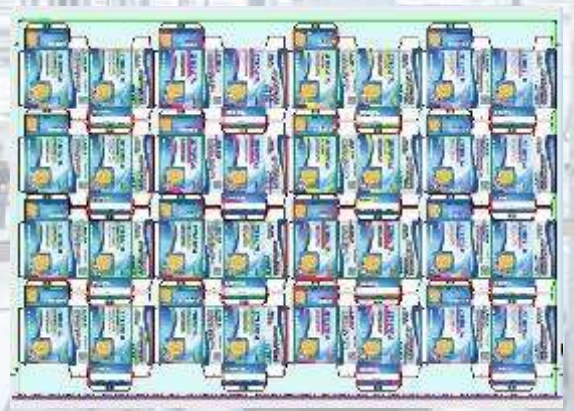
Input

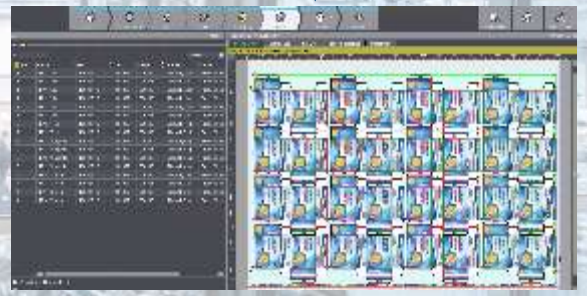


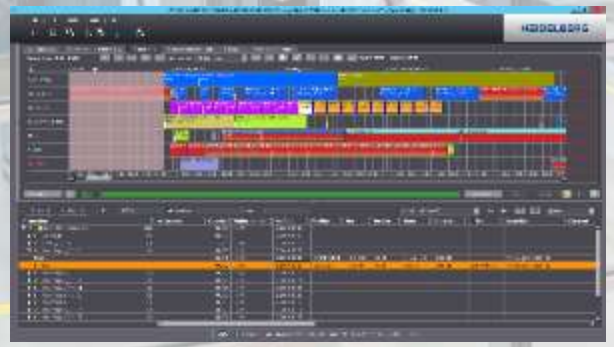
Output

Print buyer delivers digital
data of many different sources









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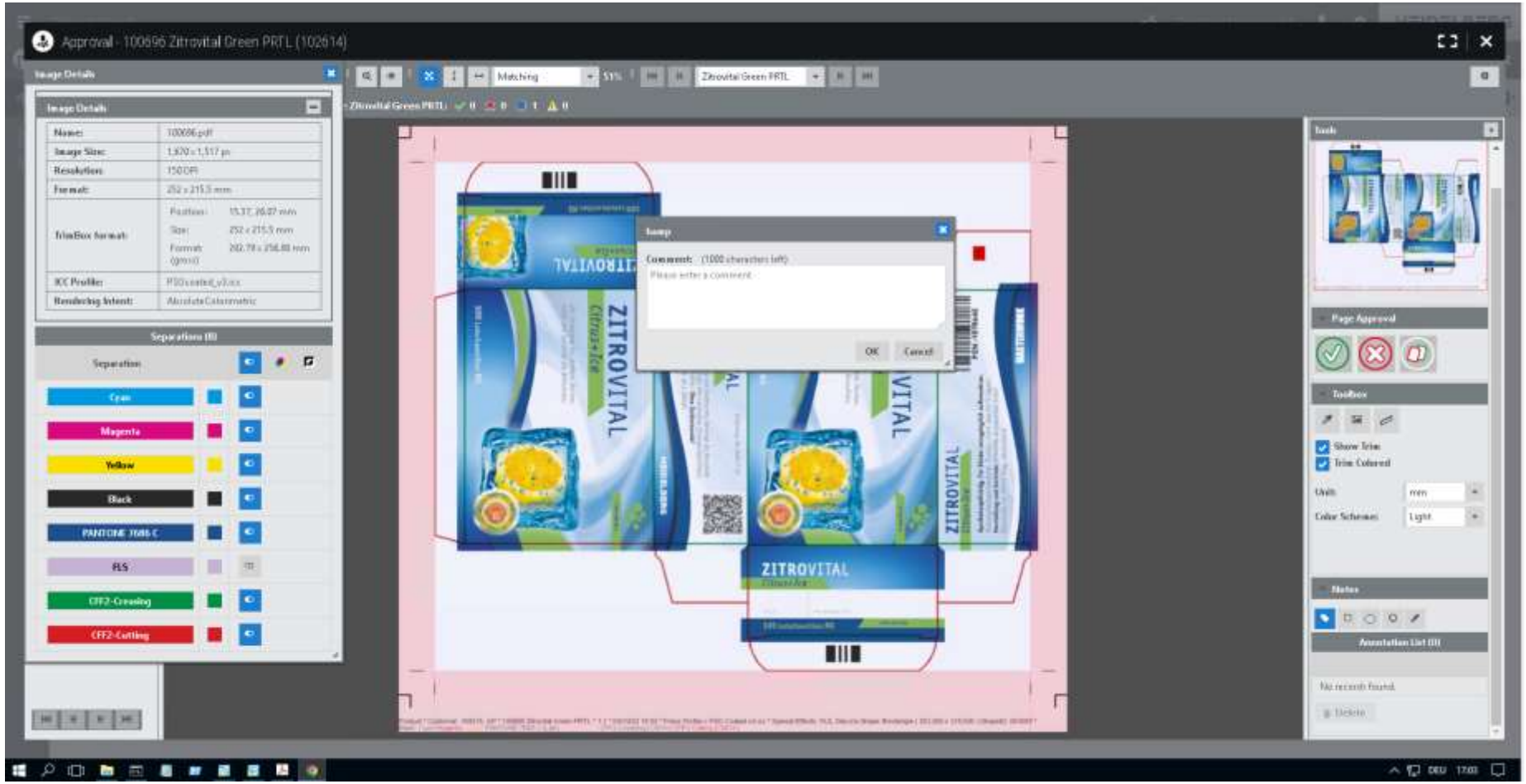
Prinect Production Packaging
Prinect Portal – Files & Approval



Thank you!