Brand Colour Workflow
Consumer Products Company requirements

Limitations & Future Needs!

Steve Smiley
ICC Froschhausen
June 12, 2013
• **Diageo** is the leading adult beverage company in the world.

• We maintain a portfolio of the world’s best selling premium adult beverage brands.

• Our packaging MUST be best in class!
Diageo’s Packaging

• **Spirits Packaging:**
  – Closures (caps)
  – Cellos / Capsules (tamper evidence)
  – **Labels**
  – Textile Bags
  – Folding Cartons
  – Shippers

> “When consumers trust a brand and find it relevant, they may select the offerings associated with that brand over those of competitors, even at a premium price.

> “When a brand’s promise extends beyond a particular product, its owner may leverage it to enter new markets. For all these reasons, a brand can hold tremendous value, which is known as BRAND EQUITY.”*
Print Process Selection

• What are the top “five” drivers behind selecting a print process for Spirit labels?
Print Process Selection

• The “five” main drivers behind selecting a print process for Spirit labels?

1. Application Equipment
   – Glue Applied
   – Pressure Sensitive
Print Process Selection

• The “five” main drivers behind selecting a print process for Spirit labels?

2. **Design**
   - Substrates; clear, coated, uncoated, metalized
   - Use of Metallic & Pearlescent elements
   - Embossing
   - Tactile
Print Process Selection

- The “five” main drivers behind selecting a print process for Spirit labels?

3. **Vendor Print/Conversion Capabilities**
   - Combination Flexo
   - Offset web / sheet fed
   - Gravure
   - Digital
Print Process Selection

• There are the “five” main drivers behind selecting a print process for Spirit labels?

4. **Quality & Process Controls**
Print Process Selection

- The “five” main drivers behind selecting a print process for Spirit labels?

5. Cost of Goods

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<th>Print Process</th>
<th>Back Label</th>
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<th>Neck Label</th>
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Print Process Selection

• The “five” main drivers behind selecting a print process for Spirit labels?

“If the print discipline can fulfill these five major requirements then it really doesn't matter what print process is utilized”!
Print Process Selection

Digital:  Flexo:  Offset:

[Graph showing data for Series1, Series2, and Series3]
Packaging includes product
Consistency Implies Quality Product
Inconsistency Raises Questions

Great Packaging delivers a promise about the brand!
“We care about our product”
According to Published Articles

- The average supermarket shopper is exposed to 17,000 products in a shopping visit lasting 30 minutes
- 60% are impulse purchases
- 80% of purchasing decisions are made in the store
- The decision whether to pick up the package or not is made in less than 2.6 seconds
Brand Colour Development

- Ideation
- Develop Colour Program
- Clear tool for correct Visual

Brand Owner / Designer - Color Development
Ink Formulation – CxF X4 development
Matching PMS or other element
Brand Management

• Developing Colour to align with CPC requirement
Physical Brand Standard Communication

- Data development
- ANSI.txt
- xls - reporting
- Physical samples supplier with design guides
- Digital CxF for instruments

CxF Physical Sample - with Digital Data - For Inks, Press Aims, and Proofing Physical and Digital data Delivered to Supply Chain
- ANSI txt to CxF X4
- CxF X4 data to:
  - PS Pallet
  - Ill Pallet
  - ID Pallet
- Illustrator or InDesign to PDF with CxF X4 data
- Distribute PDF:
  - Inks
  - Proofing
  - Printing
Contract Proofing & Comps

- Soft or hard comp proofing tool
- Providing spectral aims for spectral blending applications
- Using tint ramp defined provides Lab proofing aims
Printer Ink Approval Process

- Inks are developed to the defined spectral data –
- Customer Tolerances

TVI curves define aims to be are in to Image Carrier – or communicated to digital rip
Cxf X4 Reference for Process Control

- CxF X4 as reference for brand colour process control
- Tolerances for both CIEΔ00 < 1.5 Brand Colours
- Metameric Match CIEΔ76 < 2 w/ 3 illuminants or spectral toleranceing