VANGUARD
MARKETING SERVICES GROUP
FORWARD THINKING • POSITIVE RESULTS
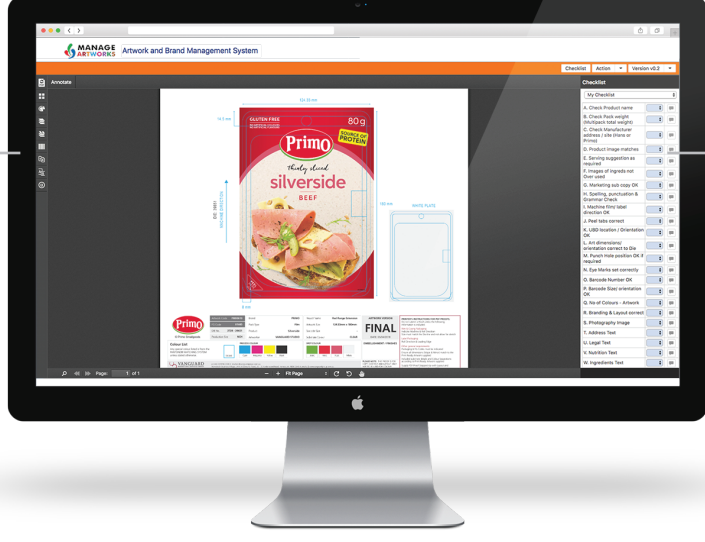
MANAGE ARTWORKS

# FROM DESIGN TO LAUNCH
## Simplify the complexity of Packaging & Artwork Management.

## Challenge
Execute Approx. 450 new Packaging Artworks with new Country Of Origin Labelling & NIPs, within a tight project timeline.

## Solution
A managed service coupled with Artwork Specialists & Technology that will streamline the process, decrease rework cycles, ensure brand consistency, increase speed to market, TRACK and LOWER YOUR COSTS.

# RESULTS THAT SPEAK

### BRAND CONSISTENCY & REDUCTION IN TIME TO MARKET

01 Simplify the complexity of Packaging & Artwork Management.

02 Streamlining will change how you work.

03 Get to market faster by reducing end-to-end artwork process time by up to 70%.

04 Online Proofing increases "right first time" artwork by up to 70%.

### REDUCTION IN ERRORS & COSTS

05 Accelerate and track artwork approvals.

06 Track and cut costs through increased efficiency and problem avoidance.

07 Improved real-time audit readiness.

08 Create agility to implement initiatives faster, lowering costs and always ensuring brand consistency and quality.

### REGULATORY COMPLIANCE

09 Decrease Digital Asset File search time by up to 90%.

10 Improve document security and be paperless.

11 Reduce project management time by up to 80%.

12 Business intelligence will enhance production performance through continuous process improvements.

# A BETTER WAY TO IMPLEMENT

## PROJECT STAKEHOLDERS COLLABORATION
- Annotate
- Reject
- Approve
- Track
- Dept Checklists
- Colour Analysis
- Text Analysis
- Barcode Analysis
- Pre-Flight Tools
- Artwork Comparison Tools

## MANAGED ARTWORK PRODUCTION SERVICES
- Design & Artwork Production
- Range Adaptation of Master Source Files
- Project & Process Management
- QC Artwork, Printer's Soft & Hard Proofs
- Printer(s) Management
- Press Passing
- Project & Budget Reporting

## PRINTER COLLABORATION
- Download Print Ready Artwork
- Upload Printer PDF Proof
- Receive Approval to Print

# TECHNOLOGY THAT HELPS YOU WORK TOGETHER IN A BETTER WAY

MANAGE ARTWORKS SOFTWARE — ONE source of TRUTH

Proof-Read & Collaborate

Artworks & Collateral Library

Reports & Insights from real-time data

Approve & Share the correct material every time

Web-Based Artwork Collaboration Platform

Use Checklists and Annotation Tools to collaborate with each other and reduce reworks

# INITIATE ARTWORK WORKFLOWS

## INPUT PROJECT DETAILS
- Project Metadata
- Artwork Details
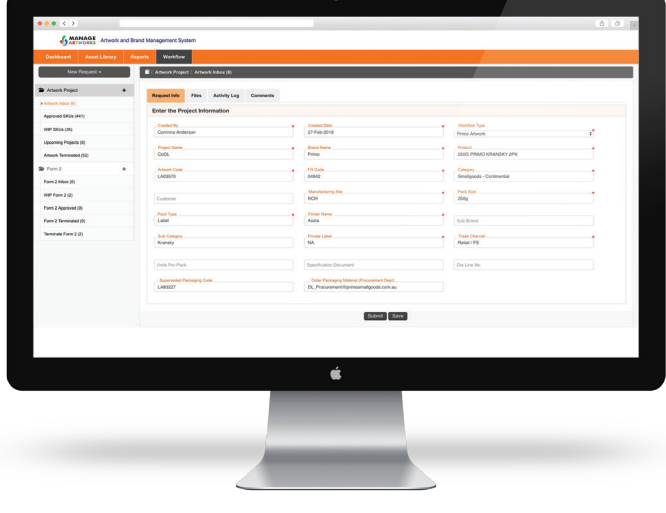- Project Timelines
- Allocate Stakeholders

## UPLOAD SUPPORTING DOCUMENTS
- Briefs
- Product Spec Files
- Dieline Templates
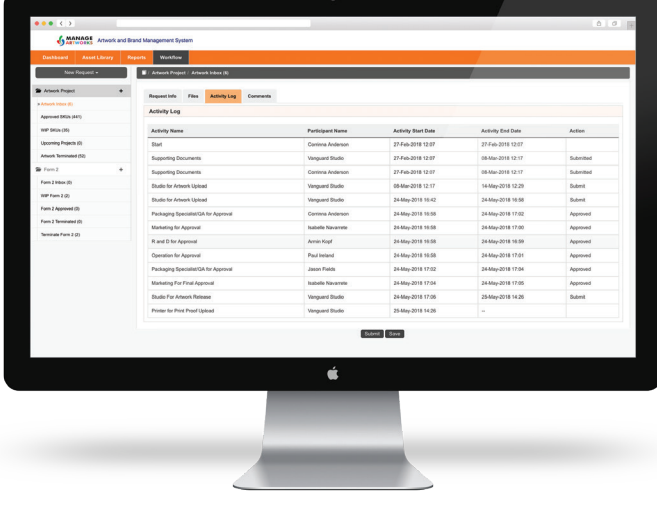- Artwork Source Files
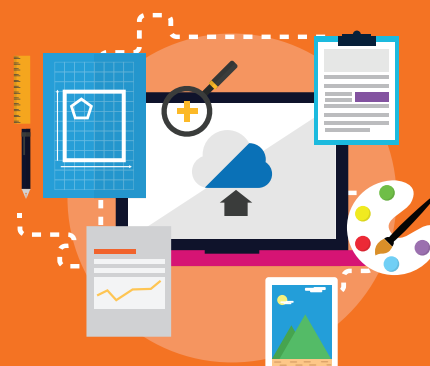
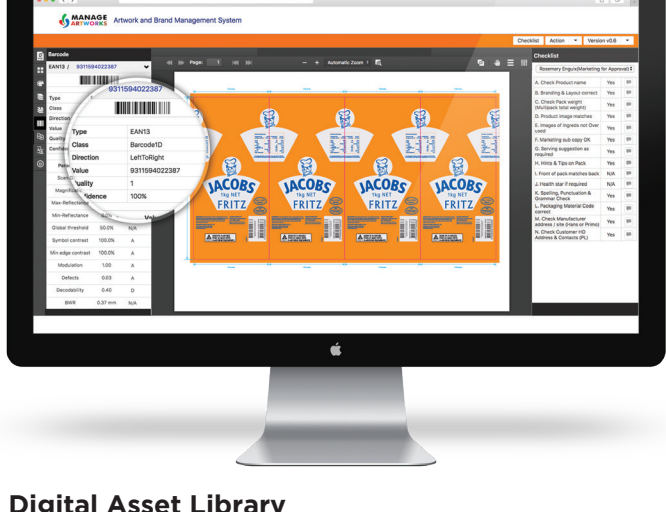### Artwork Workflows
Initiate new Artwork Projects.

### Project Activity Log
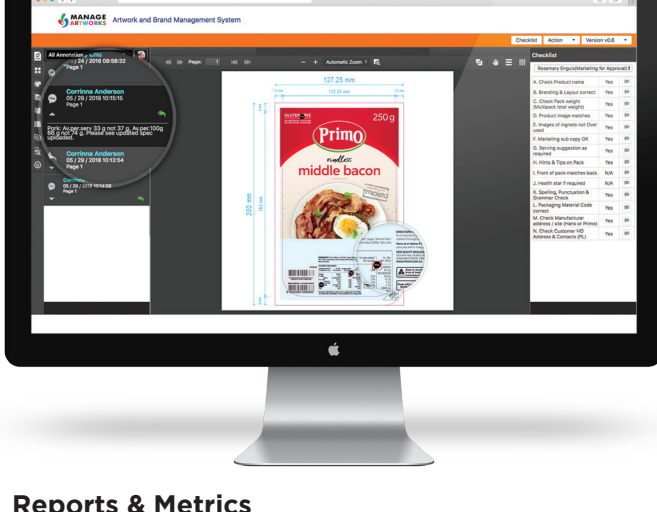Track the status of your Artwork in the Workflow.

### Artwork Proofing Tools
Verify Barcodes, Fonts, Colours, Layers used in the Artwork and compare previous Artwork versions too.
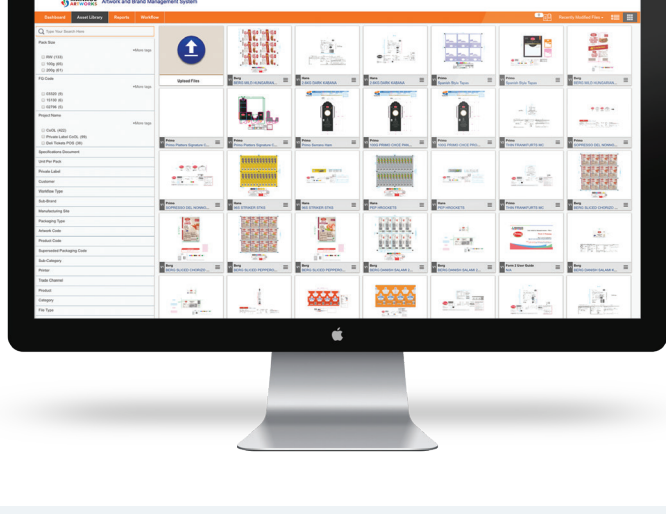
### Feedback Annotations Tools
Checklists and annotation tools to collaborate and reduce Artwork reworks.

### Digital Asset Library
Search for Artworks and Files in 1 Central Library 24/7.

### Reports & Metrics
Get insights from real-time data.