

Brand Colour Workflow

Consumer Products Company requirements

Llimitations & Future Needs!

Steve Smiley
ICC Froschhausen
June 12, 2013

DIAGEO

- **Diageo is the leading adult beverage company in the world.**
- **We maintain a portfolio of the worlds 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

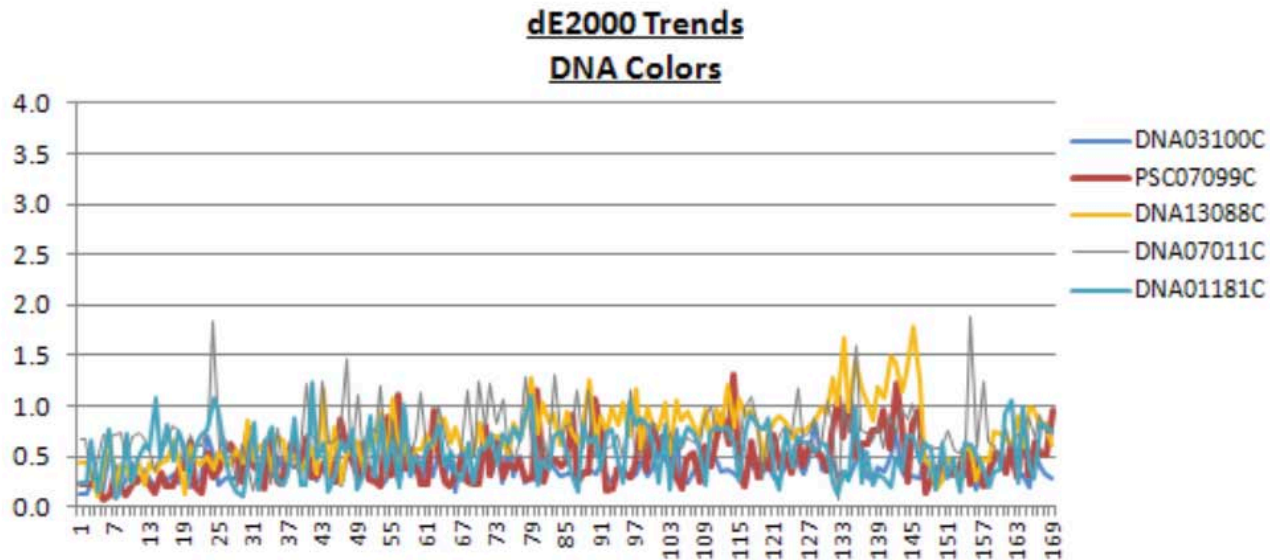
- The “five” main drivers behind selecting a print process for Spirit labels?
 3. **Vendor Print/Conversion Capabilities**
 - Combination Flexo
 - Offset web / sheet fed
 - Gravure
 - Digital



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



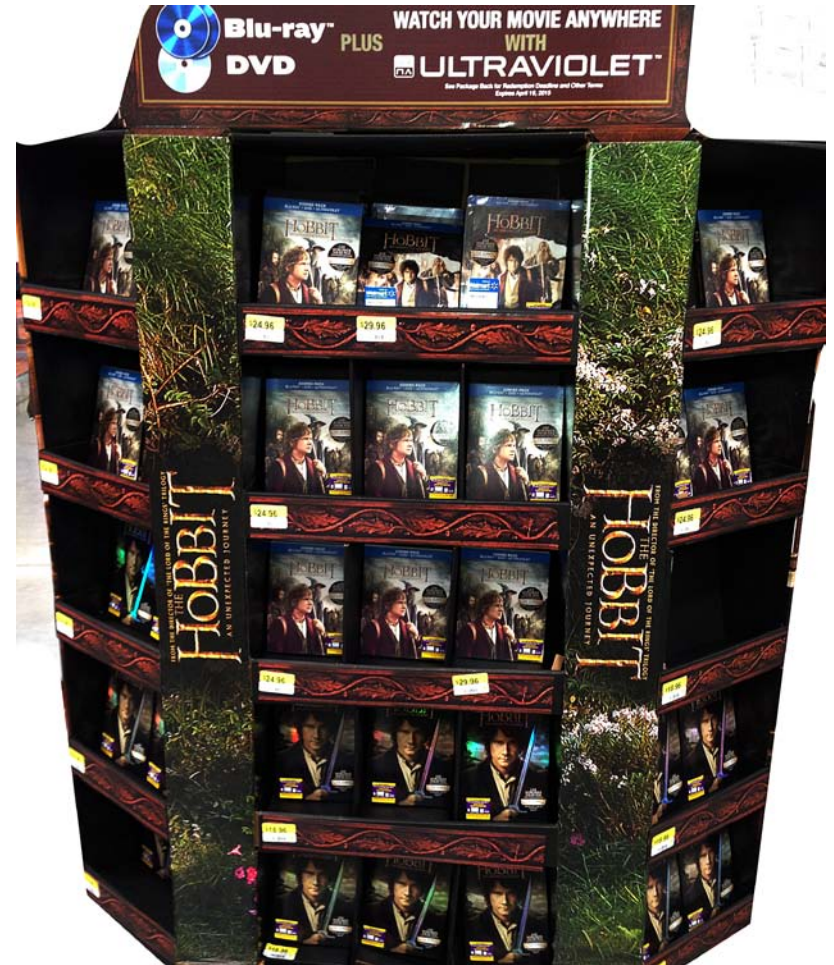
Front Label	Print Process	Back Label	Print Process	Neck Label	Print Process
PS	flexo	N/A		N/A	
PS	flexo	N/A		N/A	
C&S	offset	PS	Digital	C&S	offset
C&S	offset	PS	Digital	C&S	offset
PS	digital	N/A		N/A	
PS	digital	PS	Digital	N/A	

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”!

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

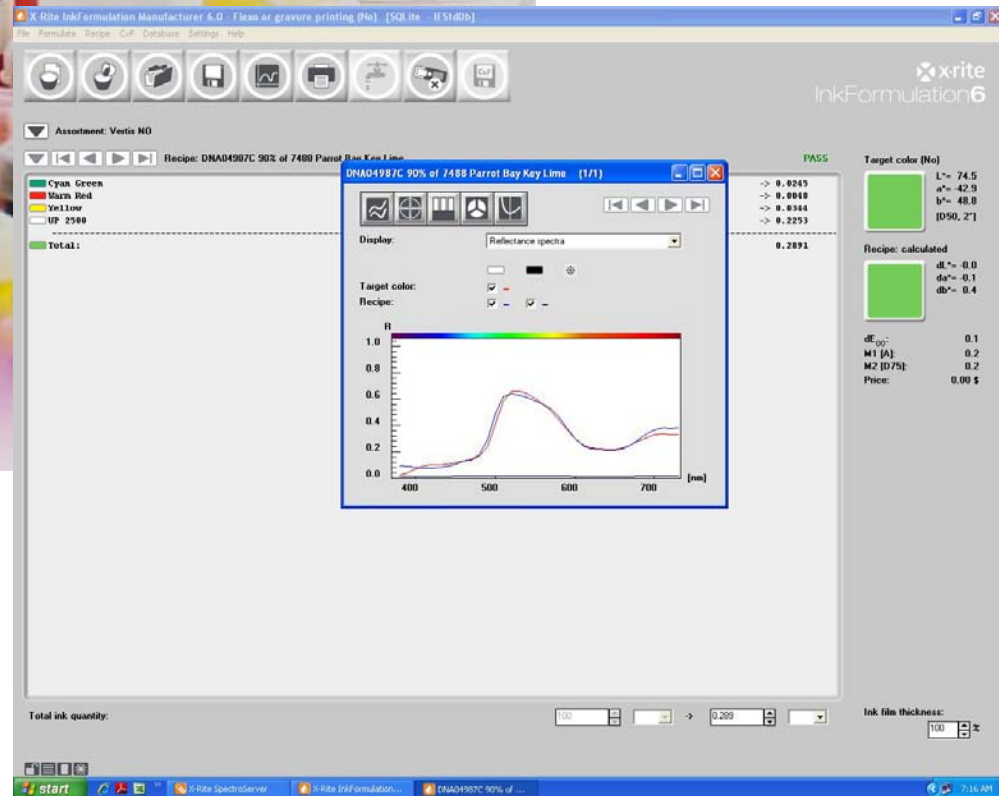
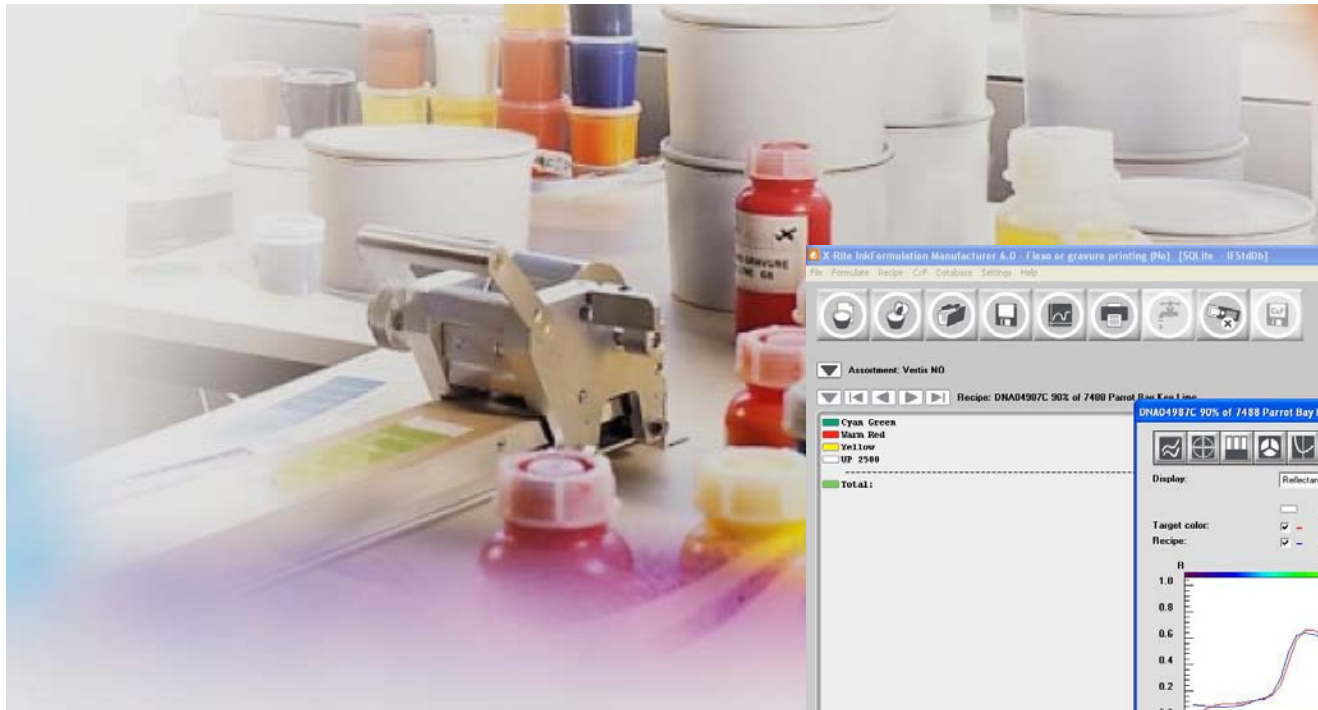
- **The average supermarket shopper is exposed to 17,000 products in a shopping visit lasting 30 minutes**
- **60% are impulse purchases**
- **80% of purchasing decisions are made in the store**
- **The decision whether to pick up the package or not is made in less than 2.6 seconds**

Brand Colour Development

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



Ink Formulation – CxF X4 development Matching PMS or other element



X-Rite InkFormulation 6.0 - Flexo or gravure printing (No) [SQL:Ita - If51d0b]

File Formulas Recipe CxF Database Settings Help

Assortment: Vertis NO

Recipe: DNAD4987C 90% of 7488 Parrot Bay Key Lime

DNAD4987C 90% of 7488 Parrot Bay Key Lime (1/1)

Display: Reflectance spectra

Target color:

Recipe:

0.2091

PMS

Target color (No)

L* = 74.5
a* = 42.9
b* = 48.8
[050, 2']

Recipe: calculated

dE* = 0.1
dA* = 0.1
dB* = 0.4

Price: 0.00 \$

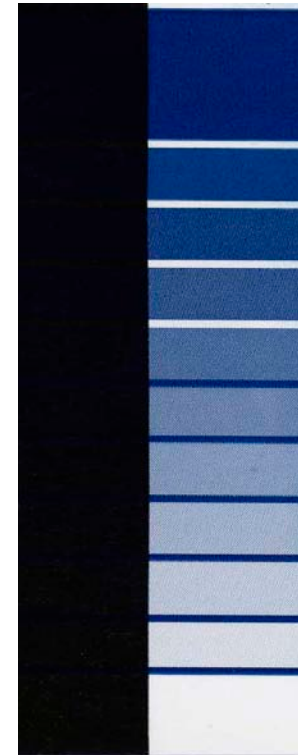
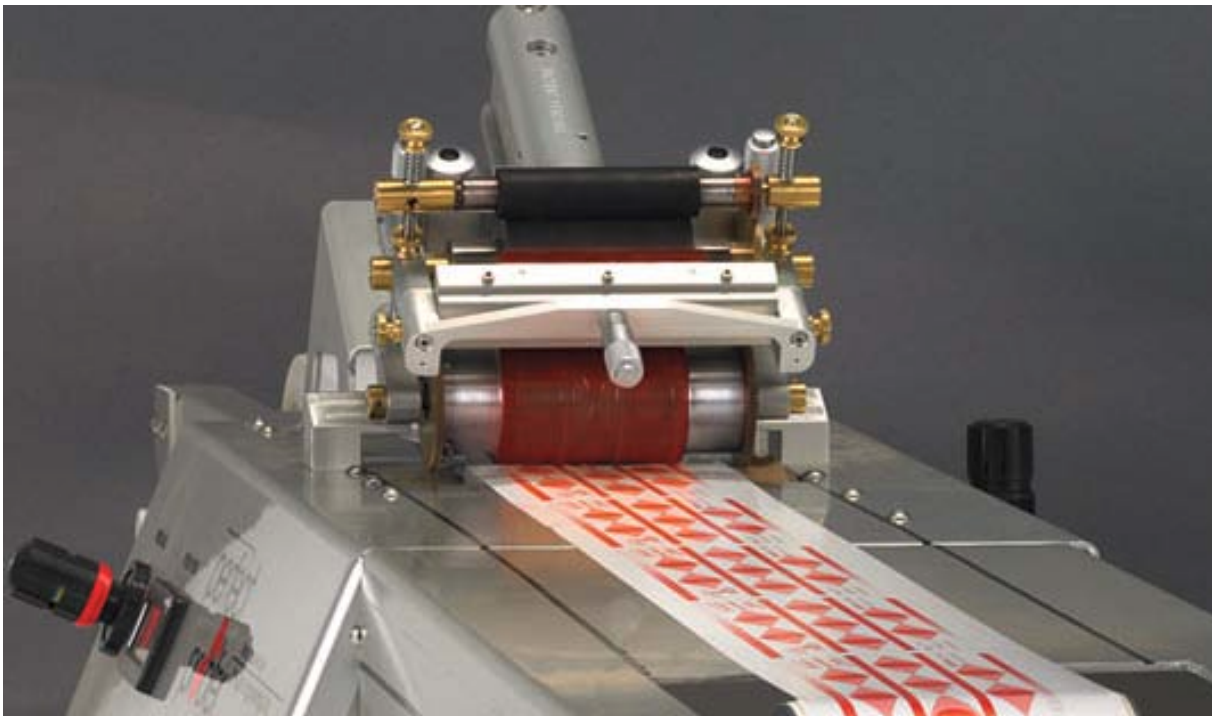
Total ink quantity: 100 → 0.209

Ink film thickness: 100

start | X-Rite SpectroServer | X-Rite InkFormulation | DNAD4987C 90% of ... | 7:16 AM

Brand Management

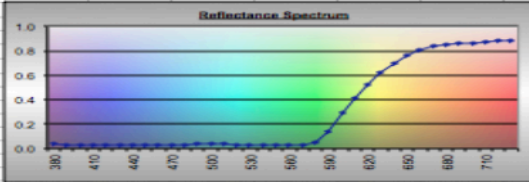
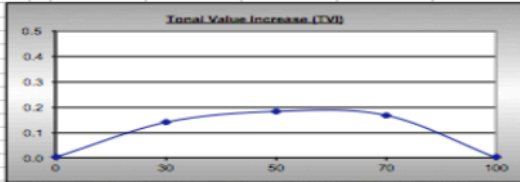
- **Developing Colour to align with CPC requirement**



Physical Brand Standard Communication

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

Spectral Data		
	Over White	Over Black
380	0.0432	0.0138
390	0.0339	0.0132
400	0.0277	0.0133
410	0.0253	0.0135
420	0.0247	0.0137
430	0.0249	0.0136
440	0.0256	0.0144
450	0.0278	0.0146
460	0.0290	0.0146
470	0.0279	0.0146
480	0.0301	0.0161
490	0.0380	0.0180
500	0.0443	0.0186
510	0.0399	0.0170
520	0.0323	0.0154
530	0.0276	0.0143
540	0.0260	0.0140
550	0.0256	0.0143
560	0.0250	0.0153
570	0.0265	0.0175
580	0.0481	0.0204
590	0.1415	0.0240
600	0.2869	0.0263
610	0.4130	0.0270
620	0.5245	0.0275
630	0.6231	0.0280
640	0.7028	0.0284
650	0.7831	0.0289
660	0.8080	0.0295
670	0.8360	0.0299
680	0.8508	0.0301
690	0.8588	0.0303
700	0.8666	0.0305
710	0.8740	0.0309
720	0.8795	0.0317
730	0.8861	0.0329

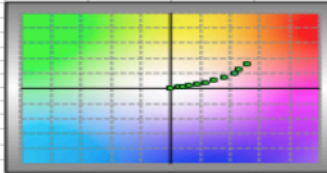
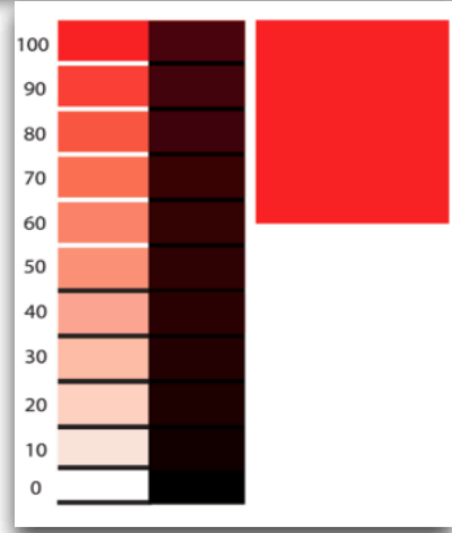



Spot Over White							
Dot %	L	a	b	C	H	TVI	
0	94.23	0.21	0.33	0.39	57.7	0%	
10	88.09	5.74	1.72	8.00	18.7	18%	
20	83.12	10.56	3.09	11.00	16.3	31%	
30	77.88	15.93	4.87	16.66	17.0	44%	
40	72.08	22.24	7.14	23.35	17.8	57%	
50	66.18	29.41	10.17	31.12	19.1	68%	
60	60.56	36.71	13.83	39.22	20.6	78%	
70	54.50	44.86	18.84	48.66	22.8	87%	
80	49.47	53.45	26.00	59.44	25.9	93%	
90	47.54	57.40	31.05	65.26	28.4	97%	
100	42.97	64.11	40.38	75.77	32.2	100%	

Specs	
Opacity(Y ratio)	14%
Spectral Density	1.61
DotGain @ 50%	18%
Print Cont @ 70%	45%

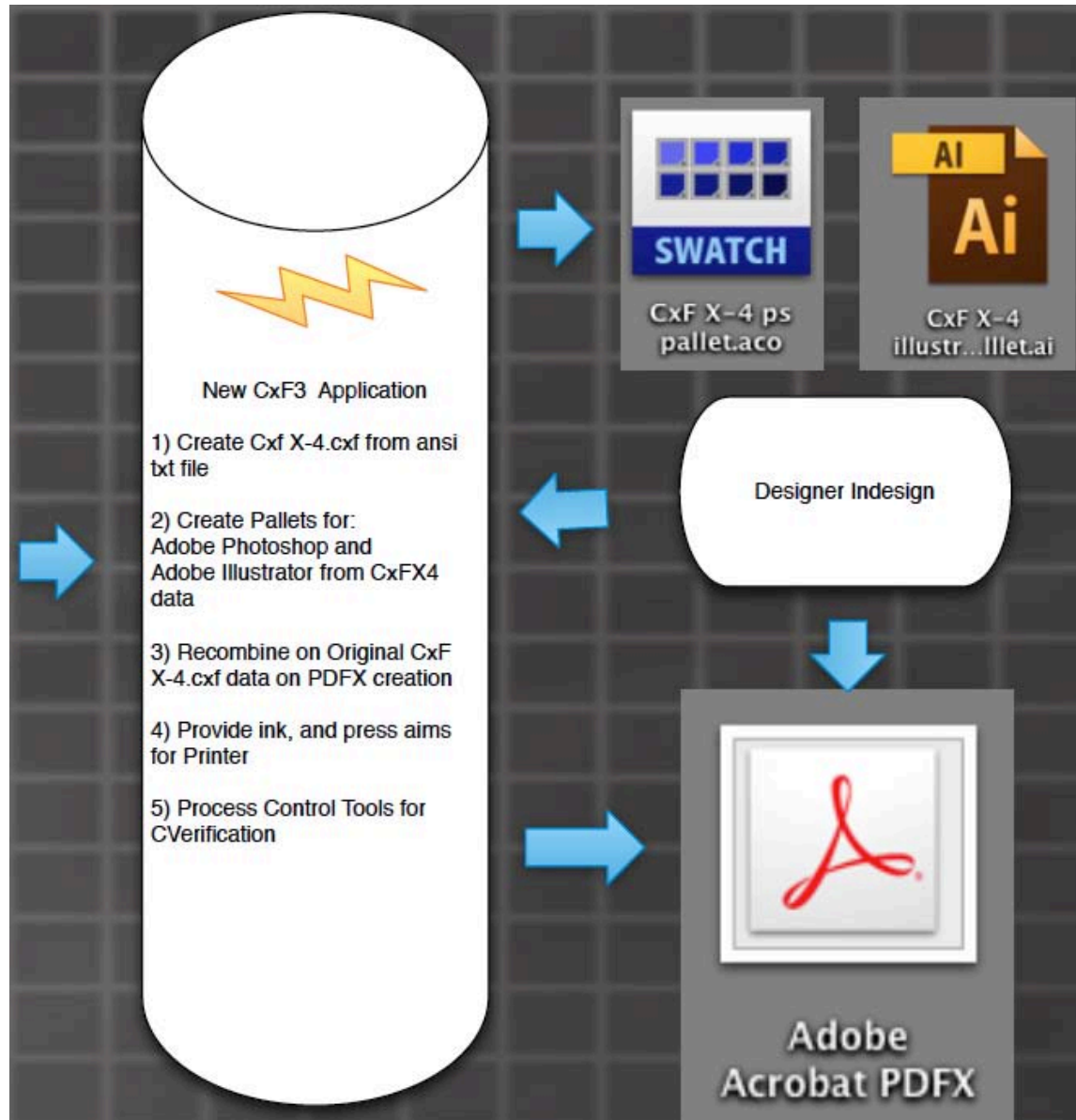
Pigments	
Rhodamine Red	
Rubine Red	
Violet NFR	
Yellow	

Aunt Jemima Red (Version:1)	
Brand Color	Aunt Jemima Red (Version:1)
Substrate	SBS
Backer	ISO 13655 White
Meas Device	Xrite SpectroEye (Certified:11/2011)
Meas Conditions	5000K, 2", No Filter, SPIN
Geometry	0/45 (M0 - ISO13655)/Spherical
Expiry Date	6/15/12
Approved By	Color Engineering
Date	6/16/11

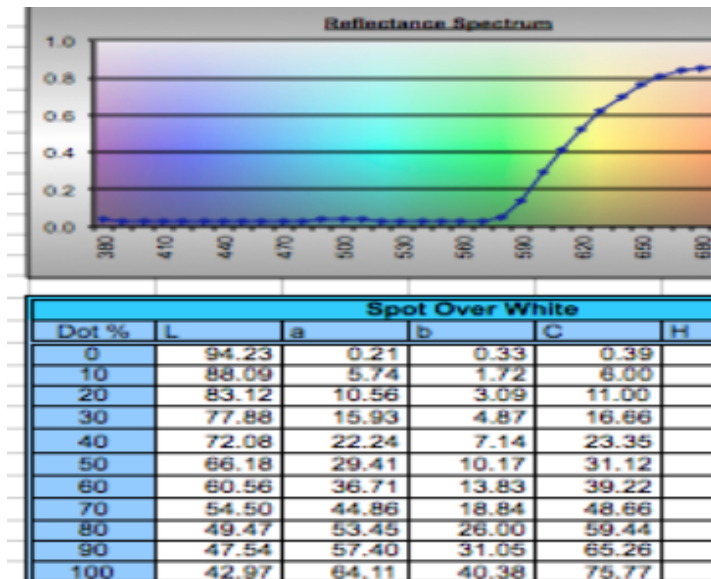
CxF Physical Sample - with Digital Data - For Inks, Press Aims, and Proofing Physical and Digital data Delivered to Supply Chain

- **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

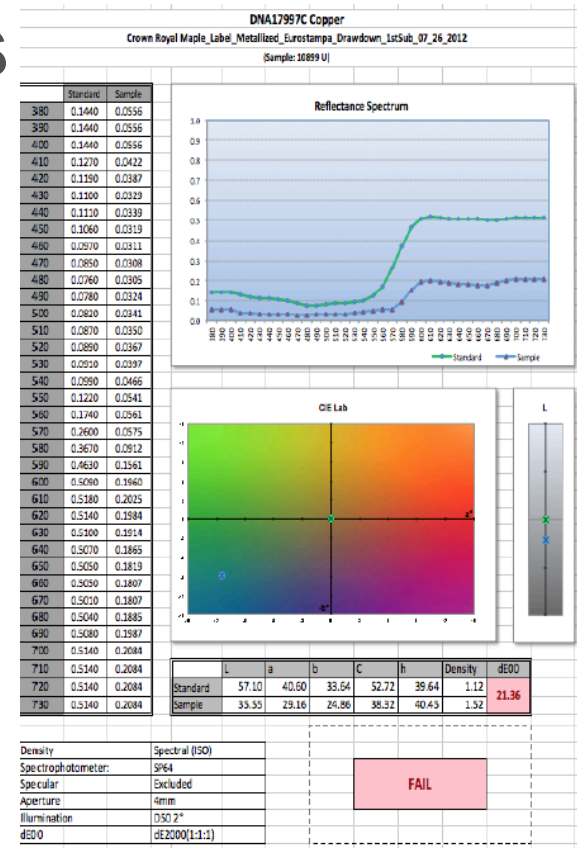
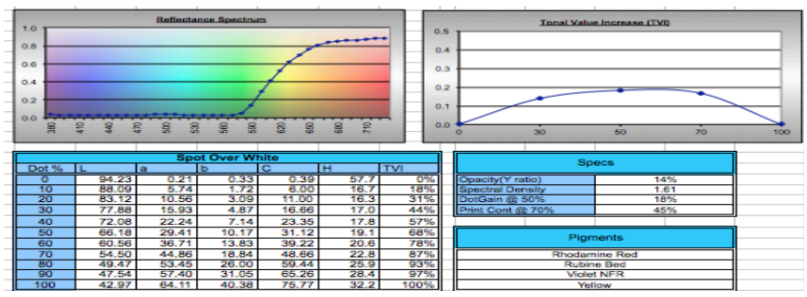


Printer Ink Approval Process

- 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 CIE Δ 00 < 1.5 Brand Colours
- Metameric Match CIE Δ 76 < 2 w/ 3 illuminants or spectral tolerancing

