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# Artwork Origination

- Design
- Technical Drawing
- Shrink Distortion
- Design Ambiguities
- Approvals and Contract Proofs
- Special Finishing
  
- Questions



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# Shrink Labels



- Large branding real-estate
- 360° design freedom
- Freedom of shape
- Cost-effective
- Durable
- Easy to separate
- Anti-Tampering
- Fits most containers and special shapes
- Combination Packaging



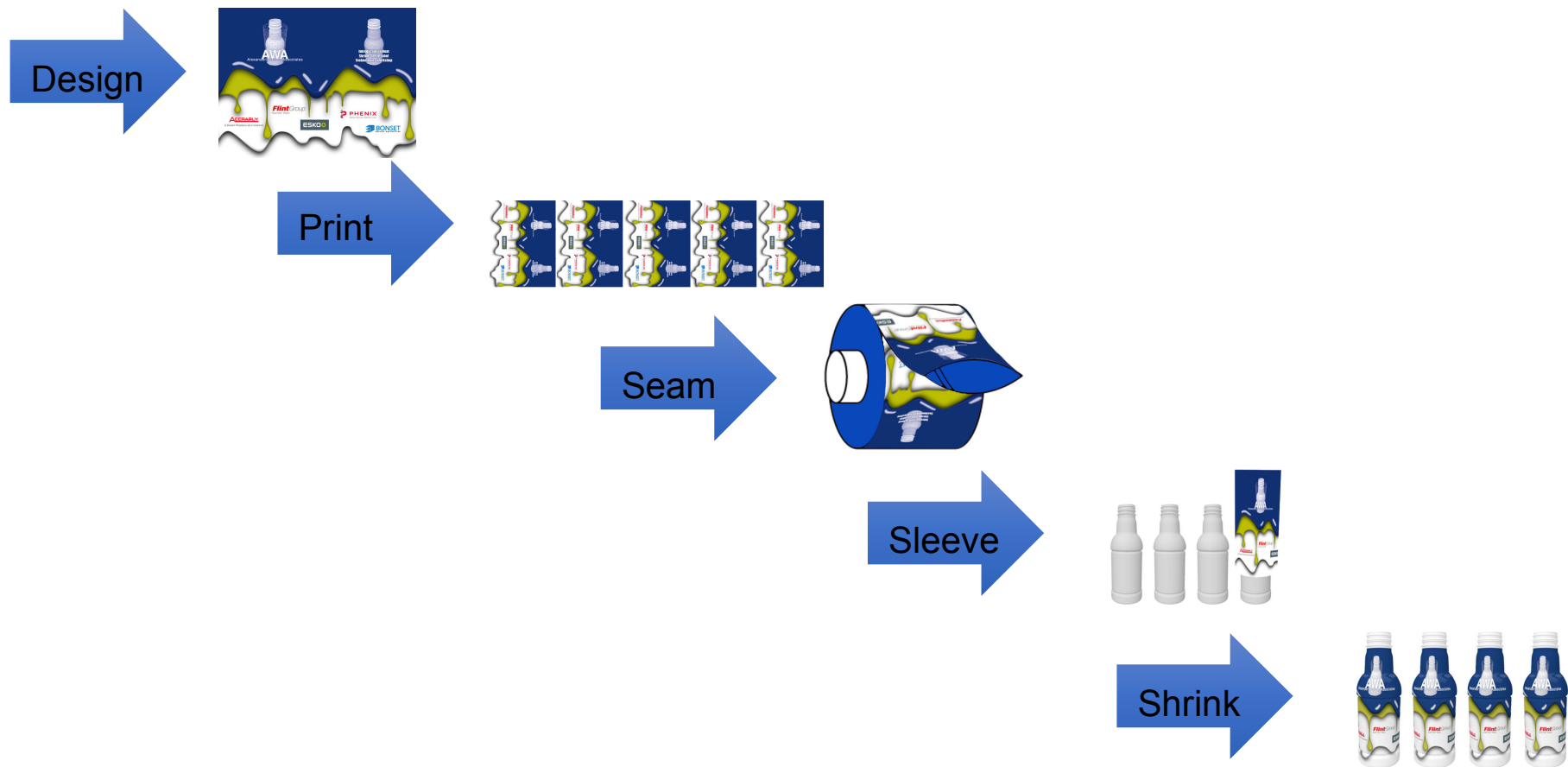
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# Shrink Label Process



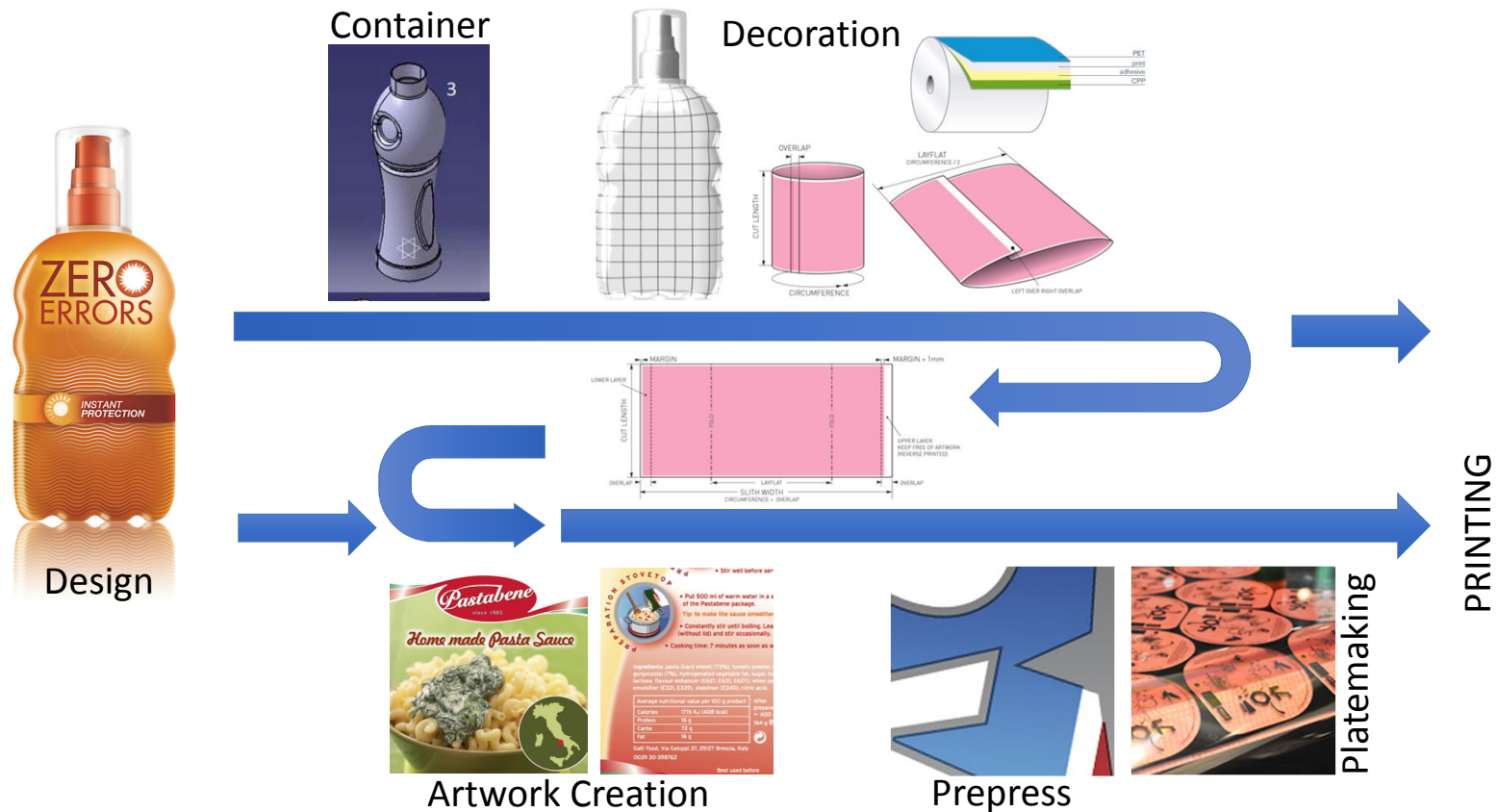
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# Design & Preproduction



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Design: Focus on Shape, color and front graphics (Primary Design Panel)

Ignorant of technical challenges





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**PEPSICO**

**“Concurrent Design”**

Always consider  
shape and artwork together

# Decorating a Curved Surface



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Artwork on a curved surface behaves fundamentally different

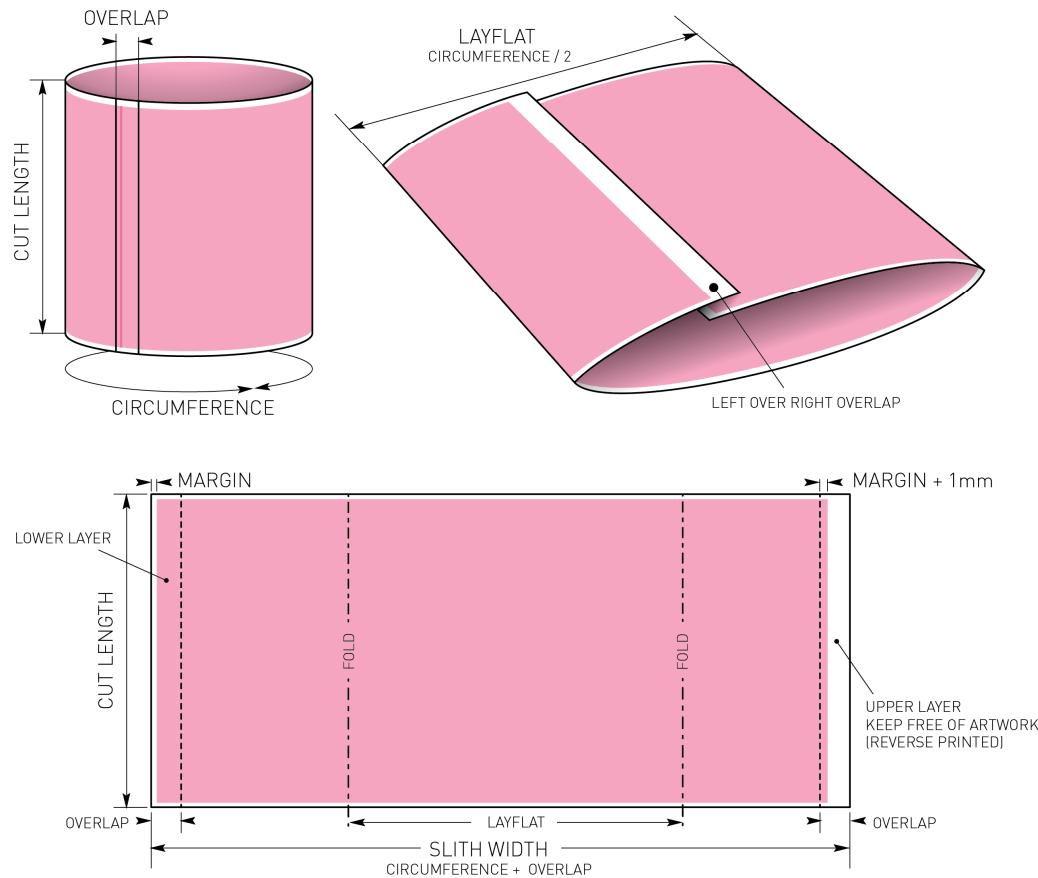


# Anatomy of a Shrink Sleeve



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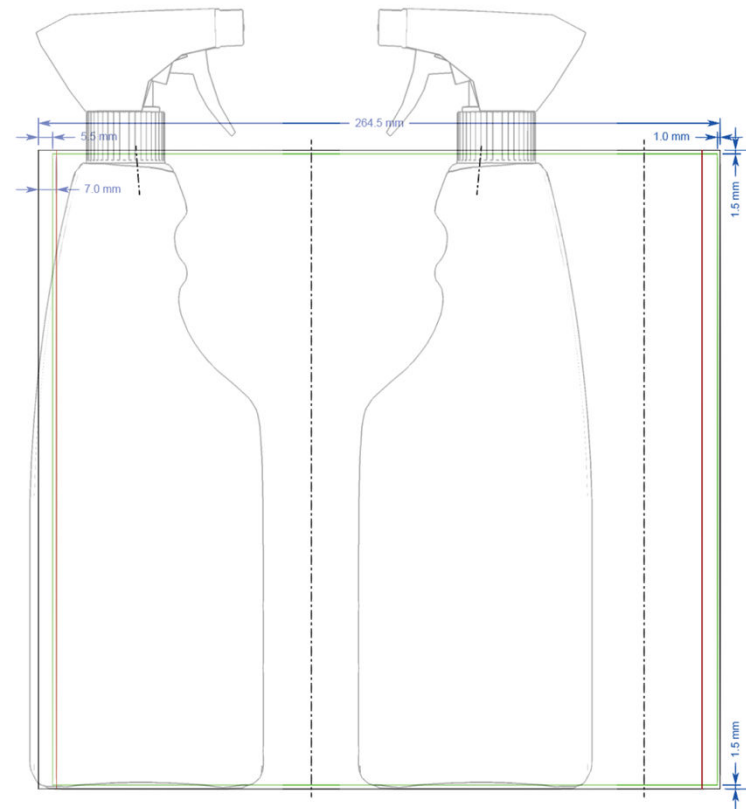
# Technical Drawing



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## Structural Features

- Sleeve dimensions
- Overlap
- MD/TD and winding
- Perforations
- ...



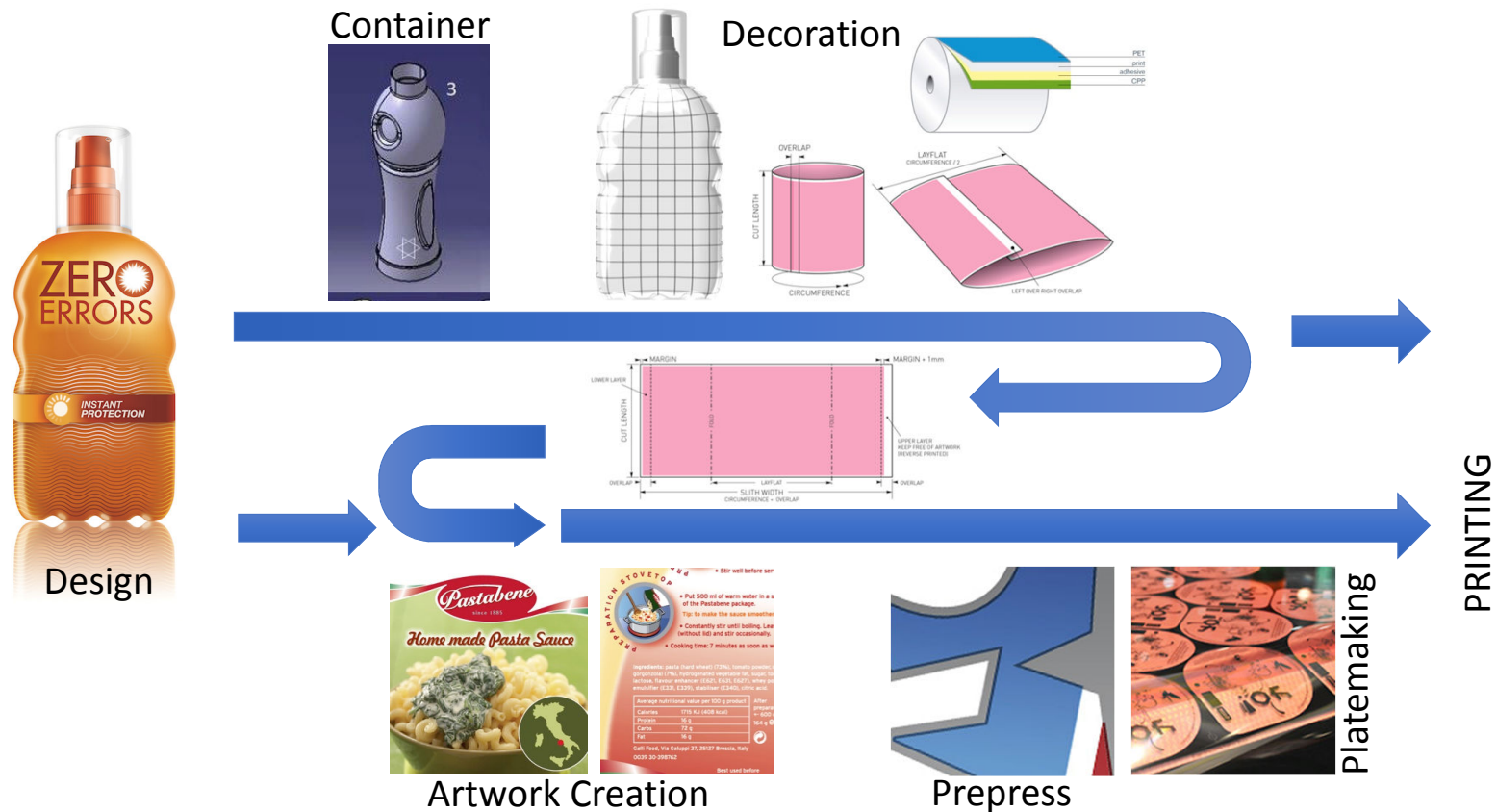
## Design Guides

- Printing bounds
- No-copy areas
- Main container features
- Design panels
- Barcode placeholder
- ...

# Design & Preproduction



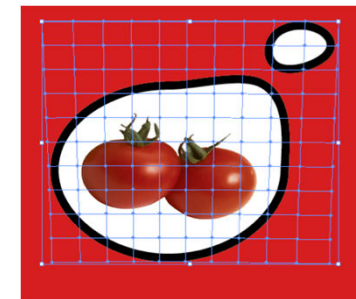
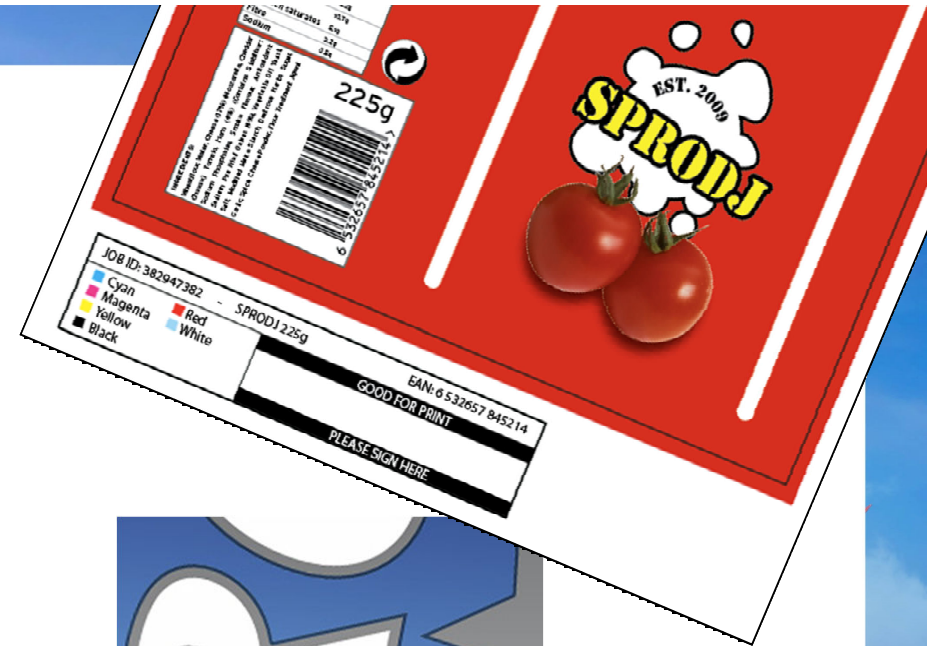
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# Prepress

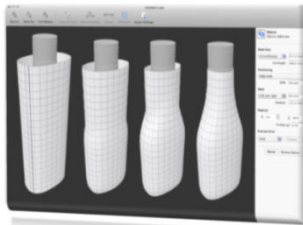
- Finalize artwork (eg. Barcode)
- Separate for the different color stations
- Trapping: Reduce visual effect of press mis-registration
- Fine-tune the contone images for press colorants
- **Deal with shrink distortion...**
- Deal with other limitations of the plate/press/substrate
- **Make a contract proof to match the press**
- Check and fix the bleed and back-match
- **Separate for opaque white** or other effects
- Step & Repeat to fill the entire printing cylinder
- Make plates/cylinders



# Deal with Shrink Distortion



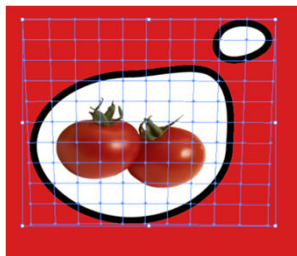
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Know the Distortion



Know what you want (Design Intent)



Adapt the artwork

# Know the Distortion

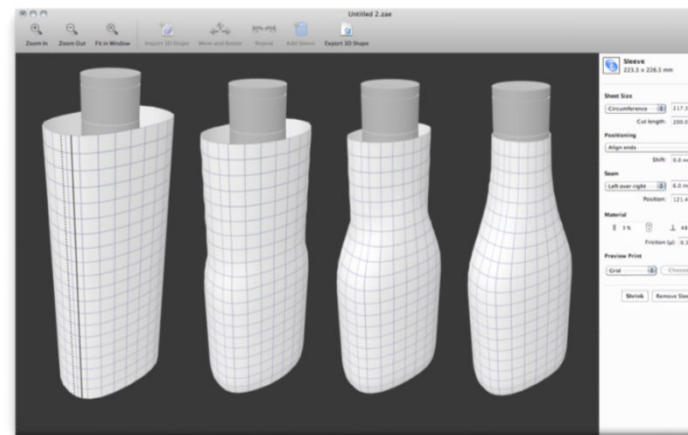
## In the Past

- Print & shrink a grid
- Tape measure
- Repeat



## Now

- Shrink Simulation
- 3D model of container
- Sleeve specs



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Once you have the virtual 3D grid for a container, you can preview any artwork on it

- **No more need for print- and shrink-tests**
- Automatically pre-distort selected graphic
- Check the back-match
- Tweak the placement of design elements

# Know What You Want: The Design Intent

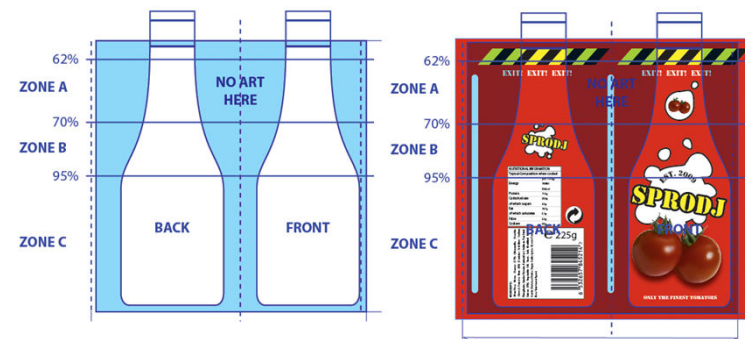
**Design:** The agency focuses only on the primary design panel (Photoshop'ed front view)

**Artwork** is laid out on a 2D template, undistorted.

**Prepress:** The artwork that is handed over to the converter is still dubious.



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# Design Intent: Examples



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For narrow features,  
A constant width  
is desirable.



For wider features, a constant  
width can look unnatural.



Too close to the seam  
to preserve width



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# Full Backgrounds

Impossible to pre-distort  
as a single image.

- Leave it distorted
- Or split into separate  
images

Mind the back match.



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# Contract Proof Dilemma



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# Contract Proof + 3D



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# Opaque White

- Sleeves are transparent: Printed white base allow windows
- Tool exist to facilitate the creation of this separation
- Tools to visualize



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# Other effects

Other special effects that are common with Shrink Sleeves

- Gloss, Satin or Matt finish
- Spot varnish
- Interference pigments
- Metallic inks
- Tactile inks
- ...

Can also be visualized





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# Questions?