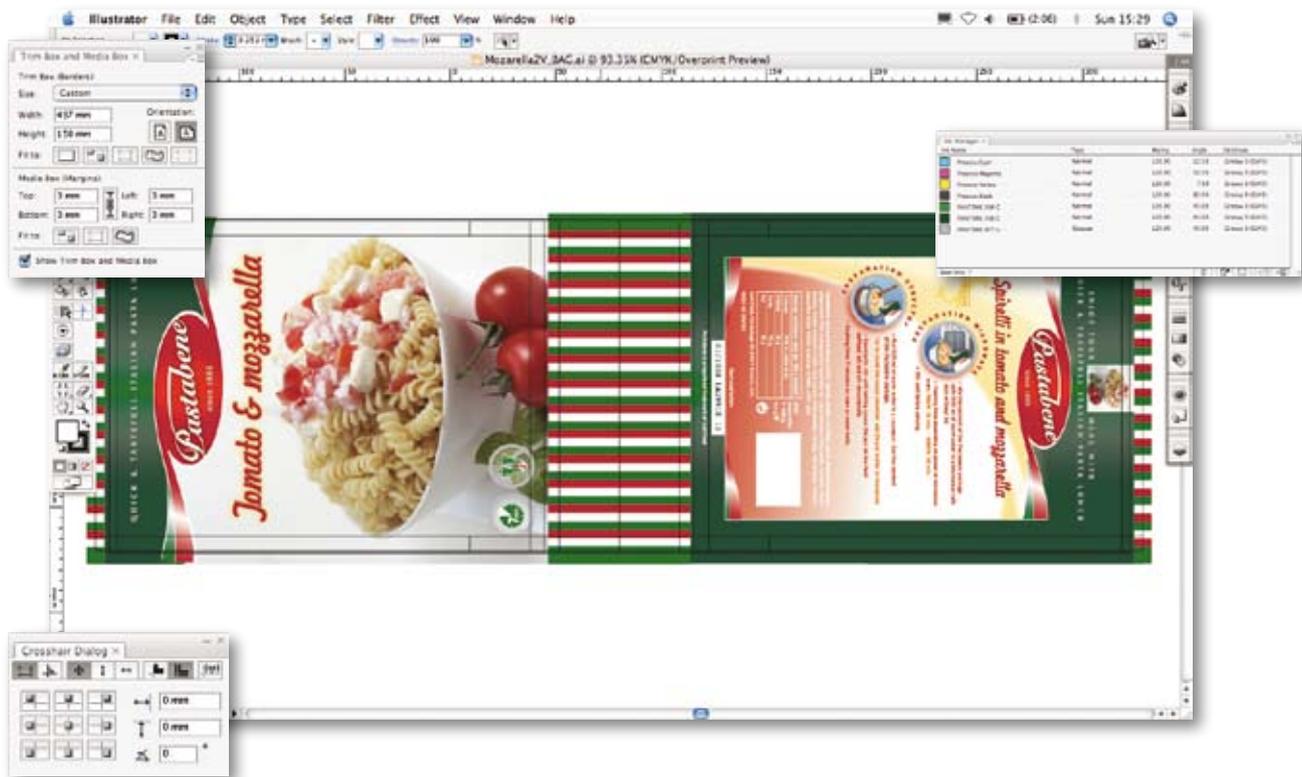# Packaging in your favorite design applications

DeskPack

EskoArtwork has taken the best of its packaging and prepress technologies and put it right inside the world's most popular design tools. Introducing DeskPack: the only solution that turns Adobe® Illustrator® and Adobe® Photoshop® into full-fledged design and prepress production tools. Working in your favorite design applications, DeskPack significantly reduces errors, lead-time and cost.

*With high-performance professional plug-ins, and the integration of structural design and graphic design, DeskPack contains everything to transform concept designs into print-ready production files – **without ever leaving Adobe® Illustrator® and Adobe® Photoshop®.***
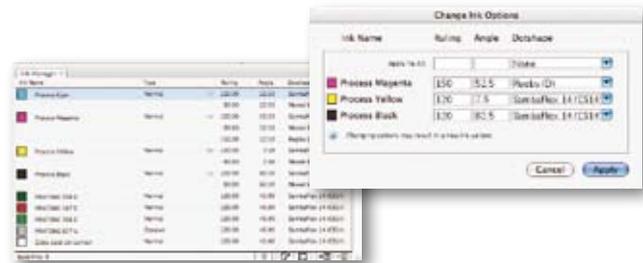
boostX

boostX offers a collection of Adobe® Illustrator® plug-ins to improve packaging design productivity. It is a portfolio of dedicated tools to accelerate frequently used selection and alignment operations, and to add new ways to handle spot colors and special inks beyond Adobe® Illustrator®'s powerful capabilities.

screenX

screenX is a plug-in tool for Adobe® Illustrator® that allows object-based components to have multiple rulings and/or multiple angles or screening technologies within a single separation.

screenX can also be used as a tool to apply specific DGC (Dot Gain Compensation) settings, a utility supported by the EskoArtwork FlexRip and the Agfa Apogee workflow systems.
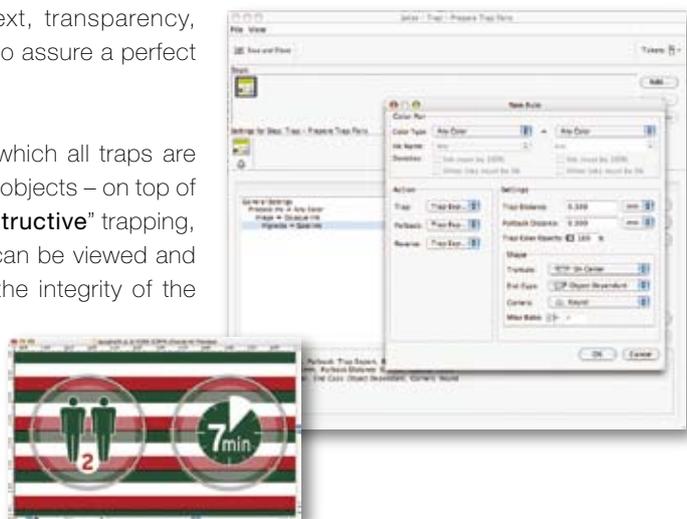

imageX

The **imageX** plug-in allows the operator to select embedded Adobe® Illustrator® images, writing them to disk with an automatic feature that re-links them into the design file. Thus, images are available separately and can be edited with, for example, Adobe® Photoshop®.

trapX

With **trapX**, an operator can trap objects, editable text, transparency, gradients, and process and spot color images together to assure a perfect job, independent of how it is printed.

trapX is luminance-based vector trapping software, in which all traps are placed on a separate trapping layer with editable trapping objects – on top of the original design in Adobe® Illustrator®. This is "**non-destructive**" trapping, because it does not destroy the original artwork. Traps can be viewed and modified – or even deleted – without fear of affecting the integrity of the original.

trapX is operated with access to centrally available trapping profiles. The ticket editor creates new, additional trapping profiles for specific customers or specific job types. All operators share all trapping tickets, guaranteeing consistently high-quality trapping, anytime, anywhere, by anyone.
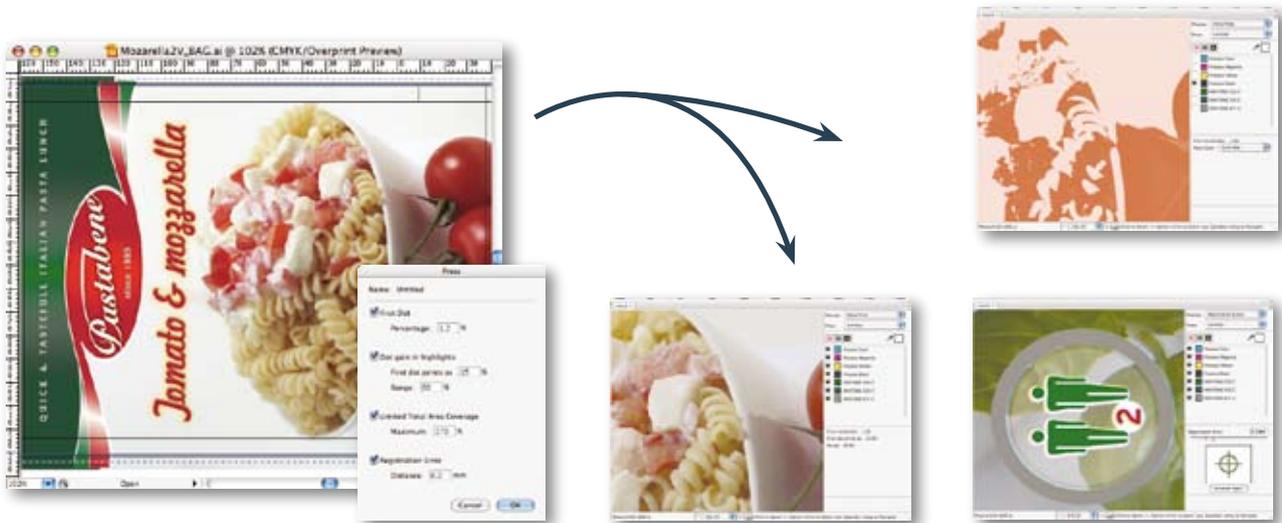
viewX

viewX offers high resolution separation viewing, as if you were inspecting your final printing plates.
A set of smart view modes assist the operator to focus on critical areas and apply the necessary corrections.
viewX offers a Separation preview, TAC (Total Area Coverage) preview, Flexo Plate preview, Flexo Print preview and Registration Error preview as well as a precise digital densitometer.
It allows verifying the printed result even before expensive proofs or plates are made.

The Registration Error preview simulates the press miss-registration per separation, allowing the operator to for instance check whether the applied trapping distance covers the press miss-registration tolerance to avoid gaps.

ArtiosCAD export

Structural and graphic professionals need to communicate without conversion barriers. ArtiosCAD export supports the industries most important native CAD file format. With this plug-in you can establish a link to any native ArtiosCAD file and turn the bleed information into a dynamic varnish blanket.

Adding cutouts following graphic elements is an appealing effect in packaging design. The DeskPack's CAD export functionality lets you add cut and creases to existing ArtiosCAD designs for a perfect match between printing and converting!

Visualizer Color Book

Visualizer Color Swatches let you define a huge variety of special inks, finishes, varnishes and embossings. Together with the linked structural data (ARD and BAG) you can now export to Visualizer - quick and easy.

Visualizer

checkX

Detecting errors in an early stage reduces costs and improves productivity. **checkX** allows to validate a design in the application in which it was created.

With **checkX**, the creative professional can preflight Adobe® Illustrator® design files before they are sent to the prepress house or printer – automatically and interactively.

The intuitive user interface offers maximum efficiency. Direct feedback is provided: checkX alerts the user to any objects that don't comply with a printability profile. Changing the object's incorrect parameter value, as specified by checkX, remedies the problem.

With checkX, a clean and printable design – including a checkX validation report – is delivered, verified against the exact profile the prepress provider had sent. A match between digital signatures embedded in both the parameter file and report is the guarantee.

stepX

stepX is a powerful tool for the creation of print-ready layouts. It provides a robust set of automatic and interactive tools to create step-and-repeat arrangements for single jobs or multiple jobs.

stepX gives label printers the possibility to take control and reduce costs by bringing optimum plate layout in-house, in Adobe® Illustrator®.

seamlessX

Many specialty items, such as gift-wraps, wallpaper, plastic laminates, printed upholstery, imitation wood grain finishes, and vinyl flooring are created with rotogravure and flexography. The graphics are usually repeated across and around the cylinder so that there is a continuous, seamless pattern produced. Developing these complex layouts with a trial-and-error approach is very time consuming and inefficient. A primary feature of seamlessX is the calculation of the correct spacing and repeat numbers to properly wrap the pattern around the cylinder, assuring seamless, continuous output.

Studio

Studio is a plug-in that brings interactive 3D packaging design to Adobe® Illustrator®. Studio offers a 3D viewing environment where designers can see their artwork applied instantly on the package.

Studio also brings packaging-savvy **navigation and alignment tools.**

By writing a 3D PDF file, Studio lets designers share their ideas with clients for review and approval.

Studio can reduce time-consuming mock-ups, spot design-errors faster and take away the guesswork from 2D flats. For folding carton or corrugated packaging, the structural designs are supplied by ArtiosCAD ... or Studio Toolkit for Boxes. For flexible packaging structures, EskoArtwork is introducing Studio Toolkit for Flexibles.
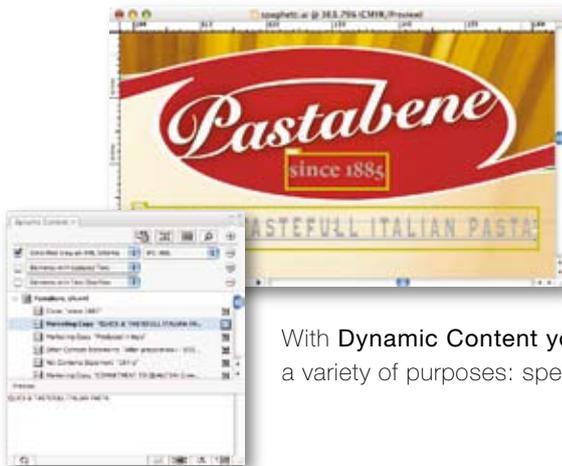
Esko Dynamic Content for Adobe® Illustrator®

During the development of packaging design the text on the packaging is continu-ously changing. The unique Dynamic Content plug-in allows separating the content of a packaging design from style and layout.

Dynamic Content links text content with the text boxes of an Adobe® Illustrator® file.

Designers can **easily manage text** on a range of artworks or generate different text variations of one design, different language versions, for example. A collection of intelligent tools assist the designer to identify changes to the text and verify the integrity of the design.

With **Dynamic Content you can capture the text** of your design and produce an XML file for a variety of purposes: spell checking, translations, feedback to your customer...

Money-making benefits

- **Low cost of ownership:** a moderate investment in DeskPack serves any number of standard Adobe® Illustrator® workstations.
- Your prepress operators can produce **higher quality jobs** with much higher efficiency within the software that they know. No need to invest in any other dedicated packaging software.
- **Easy transition**: no need to re-train operators, no need to abandon your favorite desktop application, no need to change the file format for data interchange and archive, no need to change the established design and production workflow.
- Extremely **short learning** curve and **low training cost.**
- Fits into any existing infrastructure.
- Based on **industry file standards** with compatible file exchange formats.
- Contributes to **reduction of errors, lead-time and cost** throughout the packaging supply chain.

Compatible with:

Pre-defined solutions

EskoArtwork offers pre-efined solutions with dedicated sets of plug-ins.
This is the easiest way to get the right collection of tools that are most important for your pre-production!

	Design Solution	PrePress Solution	Carton Solution	Label Solution
ARD Export	●		●	
boostX	●	●	●	●
checkX	●	●	●	●
barX	●	●	●	●
imageX		●	●	●
screenX				●
seamlessX				
stepX				●
viewX		●	●	●
trapX		●	●	●
Studio	●		●	
Dynamic Content	●			

ESKO artwork