Checking Artwork for Food Packaging

For Healthy Food & Drink Products

Interreg
Atlantic Area
European Regional Development Fund
EUROPEAN UNION
AHFES

Module Contents

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Scope of this Training Module

This training module **P5-M10** builds on the previous module, <u>P5-M9 Creating Pack Copy for Food Packaging</u> in which we provided a outline template that you could adapt and use to **create your pack copy for your food or drink product in a systematic way.**
If you have used this template, you will have created a **Pack Copy document** which you were able to pass to your designer for them to prepare the artwork for your product.

As we explored in our <u>P5-M8 Legal Labelling</u> training module, ensuring that the products which you bring to market are **labelled correctly** is a **fundamental legal duty** of every food producer. Therefore ensuring that the **artwork is robustly and thoroughly checked and double checked** for accuracy before it proceeds to being printed or produced is a critical step in your product launch process.

This module seeks to help you check your product artwork in a structured way, cross checking it to your pack copy and original documentary evidence.

This will build on the **auditable trail which is already underway** to **demonstrate your due diligence** should you be challenged by legal authorities or key customers to verify that **what appears upon your packaging can be proven to be true**.

This short training module is **for your guidance only**, and cannot cover every aspect or scenario that may arise with regards to artwork, we therefore recommend that you **seek expert advice regarding any queries before committing to packaging print runs.**

Getting the Best from this Training Module

To gain the best outcomes from this training module you may wish to use the information it provides in conjunction with previous AHFES training modules.

Some modules that you may find useful include :

P1-M7 Legal Aspects of Development

P3-M5 Pack Design

P5-M2 Defining Product Attributes

P5-M6 Conducting Effective Production Trials

P5-M7 Product Testing in the Development Process

P5-M8 Creating Legal Labelling

P5-M9 Creating Pack Copy for Food Packaging

Your Artwork Design

Once you have agreed the overall concept design for your packaging, your designated designer will use the pack copy which you have supplied to them to help create the "**artwork**" for your product.

The designer will add the text based elements to your design, positioning them along with the other design components such as graphics, images and colour blocks within the layout plan which has been defined by the dimensions set out on your cutter guide/ keyline drawing.

Checking this artwork requires **full concentration and close attention** as you will need to check **every single component** of this artwork to ensure it is correct.

On the next slide we consider some **best practice** for when you check your artwork.

Some Best Practice Ideas for Reviewing Artwork

01

Multiple Checkers
Artwork should be checked by two or more suitably trained and knowledgable people – these might include Technical, NPD, Specification, Production and Sales Managers (see next slide)

02

Refer Back
Artwork should be checked against both the pack copy and any original evidence documents to ensure it is accurate

03

Peace & Quiet
Artwork checking needs complete focus – so conduct your checks in a quiet place, not a busy, noisy office or where there are any distractions

04

Bite Sized
Checking artwork needs intense concentration to be maintained, so don't try to do too many checks at one time without taking a break to refresh yourself

05

Physical Elements
Be sure to check the physical elements of the artwork not just text – including referencing fold and glue lines and the positioning of date code or other in-line printing against machinery capabilities

06

Don't Assume !
Artwork errors can creep in between artwork versions, don't assume that because something was right in the last version, it will still be correct – check everything on each version

Who Should Review Artwork ?

Each business will need to decide
1. **who** they believe is best qualified to check their artwork
2. **if there is a need to define a specific logical sequence** in which to check the artwork

But here are some suggestions ..

Technical

A person who is qualified & knowledgable on the legal requirements of food or drink labelling & can confirm that the packaging is compliant

NPD

A person who is well informed about the raw materials, recipe & processing methods of the product & can check the accuracy of these aspects

Branding

A person who can confirm that the brand is presented as desired, that branding is consistent across variants & that brand values are represented appropriately

Customers & Sales

A person who knows what commercial customers require for the product to be displayed on sales fixtures & what will be successful in the market

Consumer Appeal

A person who can confirm that the on pack messaging & imagery will appeal to consumers, based on research & insight

Production/ IT

A person from production, IT or engineering who can confirm the pack will run effectively on packing lines & on-line printing machinery

Elements of the Artwork to Review

Accuracy of Information

All the information on your packaging must be checked as accurate, able to be proven & must never be likely to mislead the consumer.

Compliance & Layout

Mandatory information must be present and prioritised over marketing content. Layout and positioning must meet regulations.

Wording, Spelling & Punctuation

Wording must communicate effectively and meet any relevant regulations. Every word must be spell checked and punctuation marks be checked for correct usage.

Pack dimesions, fold /glue lines & sealing overlaps and print areas must be checked.
Also confirm that the design will be correctly orientated once the pack is constructed.

Physical Aspects

The artwork check is a final chance to confirm that your chosen design will have the desired visual impact, appeal to consumers and drive sales.

Visual Impact

The AHFES Artwork Checking Template

To assist you to check your artwork in a systematic way, we have created **a template** associated with this training module.

It **forms a start point** for you to check your artwork against the pack copy you created, and the evidence held within the supporting documents you have retained in your reference files.

To use the template effectively, you will first need to confirm **who within your business will check the artwork**, or you may commission an outside expert to do this for you.
You can then **enter names of these roles in the header columns** to identify each person who will be involved in the checking process.

You can remove any sections that are not appliable to the type of products you sell – for example cooking guidelines on a soft drink product – and at the end of the template we have indicated some sections into which you could **insert any specific requirements** for your type of product.

The template allows you to **systematically record** your artwork checking process as part of your **due diligence** to provide accurate packaging.

The AHFES Artwork Checking Template – Cover Page

This is a cover page to record **key details, dates and log who has been involved** in the artwork checking

AHFES Artwork Checking Template

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ARTWORK CHECKING DEADLINE :

COMPANY NAME :	Insert your company name for reference
PRODUCT NAME :	Add the product name
PRODUCT REFERENCE CODE :	If the product has an internal or customer reference code, add it here
DESIGNER/ PRINTER SUPPLYING ARTWORK :	Add the name of the designer or printer who has created the artwork
ARTWORK REFERENCE CODE AND VERSION NUMBER OF ARTWORK :	To avoid confusion carefully log artwork references and version numbers
ARTWORK AMENDS COMMUNICATED TO DESIGNER/ PRINTER BY :	Add the name of the person responsible for advising amendments to the designer
DESIGNER/PRINTER ARTWORK COMMUNICATED TO :	Add name of person to whom amends were communicated
DATE ARTWORK AMENDS COMMUNICATED :	Add the date the artwork amends were communicated
FINAL ARTWORK APPROVED : NAME OF FINAL APPROVER : DATE OF FINAL APPROVAL :	Add the name of person who ultimately approved the artwork to progress to printing and the date of approval

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Use this footer area to link this template into your document management system

Document Ref No	Date of Issue	Version Number	Prepared By	Approved By	Page
					Page 1 of 12

Advice for using the AHFES Artwork Checking Template

The remaining pages are laid out to **allow every aspect of the artwork to be systematically checked by multiple people** as is best practice.
Each section has a brief explanation of what it is that is required to be checked.

	Add Role of Checker for Legal Compliance	Add Role of Checker for Accuracy against Product Attributes	Add Role of Checker for Physical Packaging Suitability	Add Role of Checker for Brand, Marketing & Appropriate for Customers and Consumers	Checklist for Amends Actioned on Artwork
	COMMENTS	COMMENTS	COMMENTS	COMMENTS	CONFIRM ACTIONED
Artwork Layout Confirm correct for desired packaging type and size e.g. box/ sleeve/ tub/ flow-wrap film / pouch/ label style					
Artwork Cutter Reference Confirm any reference number and the designated Printer/ Packaging Manufacturer details are correct					
Cutter Guide Confirm the size & text orientation on face is correct when the pack is assembled					
Orientation Confirm leading edge or reel orientation etc. is correct and compatible with packing equipment (If applicable)					

When you have decided who will be checking what aspects of the artwork, you can enter their role title here.
For example the Technical Manager or external labelling expert may check the legal compliance of the artwork whereas the Sales or Marketing Manager may review the branding, customer acceptability and consumer appeal

This section forms a checklist where the person briefing amendments to the designer or printer can note these have been communicated.

# Progressing to Print/ Manufacturing of Packaging

Depending on the accuracy of the original brief and pack copy, and how this has been interpreted by the designer, your artwork may pass through a **number of versions** before you are happy to finally approve it to be released to the printer or packaging manufacturer.

Be careful to **track these version numbers** so that everyone involved can be confident that they are working on the same version and mistakes are avoided.

Each version needs to be robustly checked using a new copy of the template, so that you can be confident that everything is as you desire it to be and that your packaging is both attractive and appealing to consumers and legally compliant with all relevant legislation.

This is time consuming but a **highly worthwhile investment** to avoid the risk of costly packaging write-offs and reputational damage if you are forced to recall a product due to packaging errors or legal non-compliance.

It is good practice to **retain all versions of the artwork checking templates and a copy of the artwork** in your files for reference should any queries be raised in the future.
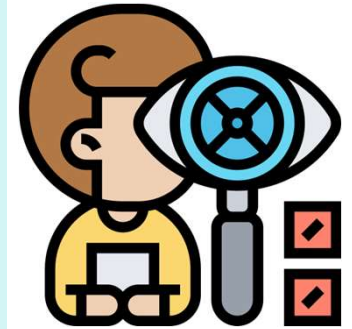
Next Modules – Sales and Marketing

In our next three modules

P5-M11 Sales Development
P5-M12 Social Media Marketing
P5-M13 After Sales

you will find a focus on identifying and building your sales opportunities and routes to market as the products you have developed come to launch.

These modules offer helpful advice on

Managing sales activities into a coherent strategy

Social Media marketing
and
Building buyer relationships to achieve impactful instore retail marketing.
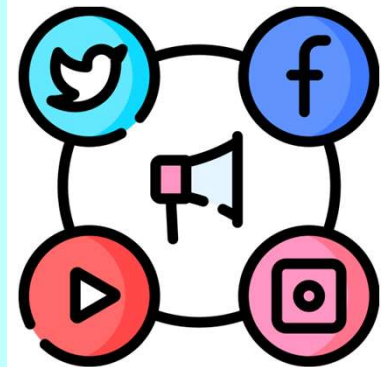
We hope that you have found this training module a useful and helpful support to your healthy food and drink innovation.

This training module is one of a number of training opportunities, organised into themed training programmes to support SME's (small & medium sized enterprises) in the participating regions of Wales, Northern Ireland, Ireland, Spain, Portugal and France to successfully bring new and reformulated healthy food and drink products to market.

The training was created by the partners within the AHFES project
which is a quadruple helix Atlantic area healthy food eco-system for the growth of SME's
funded by the European Union under the Interreg Atlantic Area Funding Programme.

This programme promotes transnational cooperation among 36 Atlantic regions of 5 European countries and co-finances cooperation projects in the fields of Innovation & Competitiveness, Resource Efficiency, Territorial Risks Management, Biodiversity and Natural & Cultural Assets.

For more information about other training available please click here.

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