

TOP 5

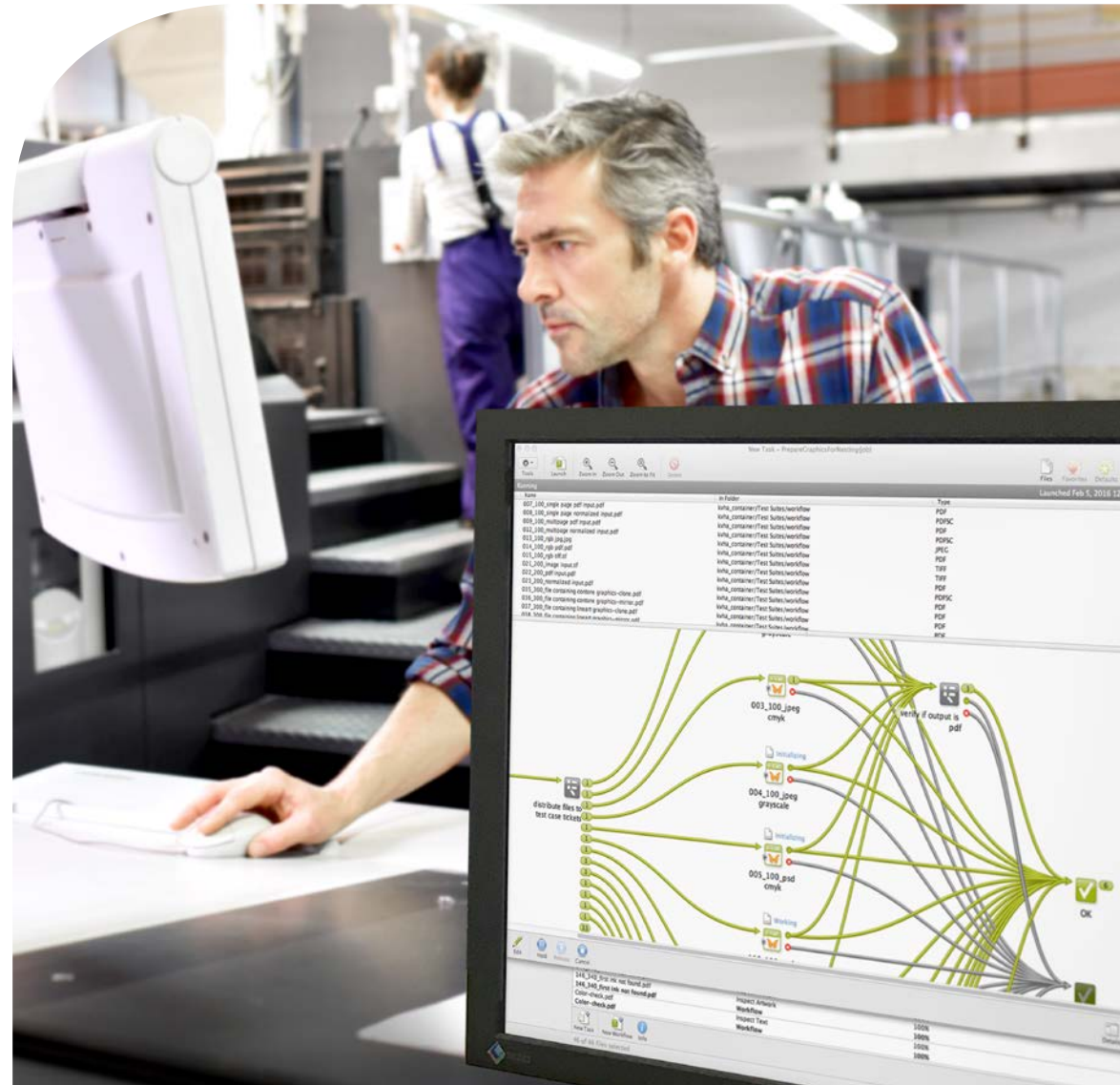
Automation myths in packaging debunked

TOP 5 **AUTOMATION** MYTHS IN PACKAGING DEBUNKED

The truth about workflow automation in packaging & labels

Automated prepress is a corner stone in the operations of an increasing number of packaging print service providers.

However, a lot of companies are still not sure whether or not automation is a good idea. This document exposes a number of myths that keep companies from reaching their full potential.



1. Automation is **too expensive** for my company



A lot of companies are worried that they are too small to afford automation. But think about the time your staff spends doing administrative tasks or sits around waiting for a computer to finish trapping a file or generating a PDF? Or what about the time lost on repetitive tasks like archiving jobs or checking the status of various projects?

Automating your packaging prepress goes a long way in reducing those hidden costs and allows your operators to focus on tasks that really need their attention. And what's more: automation can be done in small incremental steps.

Start out with a basic setup and you can scale up as you learn. Go for the low hanging fruit, automate the tasks that do not need human intervention and see what a difference that already makes. That way, automation is never too expensive: it just follows your company's growth.

“ With the automation now in place, we can do more work in less time. And we continue to improve our performance every day.

Jack Willemz, Managing Director, W&R Etiketten, The Netherlands

2. Implementing workflow automation is **too complex**

Automating your packaging prepress may seem like a complex endeavor: several departments have to work together, there might be changes in the IT setup, people may need to be trained, it will take too long...

There's no need to start automating everything at once. That's why Esko introduced Automation Engine for Labels. Automation Engine is a turnkey solution that comes preloaded with proven workflows for label production. This standard workflow gets you up and running in just 5 days.

And, as your business grows, Automation Engine grows with you. If you need additional throughput, integration with upstream systems or connections with new production equipment, Esko has a broad range of upgrade modules. Esko's experienced automation specialists are there to help and advise you.

- “ The integration of Automation Engine for Labels was seamless; probably one of the easiest I've ever been involved with. It was all installed and in full production within a week.

Marco De La Vega, CFO, Blair Labeling, Inc., USA



3. We'll have to **completely change** the way we work



Automation brings about some changes in the way your workflow is organized, but the benefits of working faster and more efficiently outweigh any changes.

Working in a standardized way opens up a lot of the operator's time to concentrate on the tasks that actually need human intervention. It also reduces the risk of errors significantly.

And, because you can start with a small, basic setup, the changes will never be monumental. Esko's automation specialists help you define workflows that are beneficial for your way of working.

- “ It would be impossible to work without the system. We have substantially increased throughput, with minimal staffing increases. Without our system, we would need an entire room of people manually doing just our step and repeat work all day.

Andrew Boyd, President, Blue Label Digital Printing, USA

4. Automation takes away **my** control

Some companies object to the fact that a machine takes over: the server controls everything and some people are afraid that they will lose control.

The very opposite is true: because it is a completely digital workflow, you know exactly what the status of all your jobs is. Planning and switching jobs becomes easier, hand offs between departments are straightforward; customers know exactly when they can expect their orders...

Others don't like to depend on just one vendor. That also isn't a problem: Esko's automation solution works perfectly together with other solutions.

It integrates very well with business systems, color management systems... And because Esko is a global company, we have dedicated service engineers close by, ready to help you when you need it.



5. I'm planning **other investments**

It may not seem like the best time to think about automation: you may be planning to buy a press, a new imager, an extra proofer or some new computers for your operators...

However, these investments will probably not make a real strategic difference. If you really want to have a positive impact on your company and prepare it for the future, improving efficiency with prepress automation is the way to go.

Don't forget: the prepress department is a vital part of your company and a lot of your customers communicate more with the prepress guys than with sales.

- Automation engine is the heart of our prepress operation. By taking time and touches out of the production process, we not only save time and money, but significantly reduce possible errors. Automation Engine has made a significant contribution to our bottom line and overall customer satisfaction.

Miho Karolyi, owner and managing director, Kaligraf, Croatia





Did you know?

That Esko helped hundreds of companies worldwide (both big and small) with the implementation of their prepress automation? Every time, our specialists helped them through the complete process, from defining efficient workflows to in depth integration with existing hardware and software. With Esko's help, moving to an automated prepress becomes a safe, secure and highly lucrative journey.

Want to know more?

If you want to learn how to improve efficiency with automation, talk to Esko.

www.esko.com/automation-engine