SmartStream Labels and Packaging workflow solutions

Powered by EskoArtwork

A family of HP SmartStream solutions designed specifically for production of labels and packaging on HP Indigo digital presses providing advanced workflow tools, RIP, and color management tools, all powered by EskoArtwork®.

- HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork
- HP SmartStream IN050 Labels and Packaging Print Server, Powered by EskoArtwork
- HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork
- HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork
- HP SmartStream Labels and Packaging Connectivity Module

The combination of EskoArtwork's leading workflow tools and the unmatched quality and efficiency of the HP Indigo digital presses sets a new standard in the label and packaging converting market. The joint solutions of HP Indigo and EskoArtwork promise end-to-end workflow optimization, with the uncompromising service quality of HP. With greater efficiency and ease, you can now increase the number of jobs produced per shift. HP SmartStream solutions enable you to:

- Improve daily production with integrated and streamlined pre-press processes
- Match PANTONE® and spot colors with greater efficiency
- Enhance color consistency, repeatability, and predictability
- Satisfy more customer demands with expanded color gamut

Leading pre-press solutions for the label and packaging industries

Designed exclusively for HP Indigo by EskoArtwork, HP SmartStream Labels and Packaging Print Servers provide printers and converters with the most advanced tools in the industry for streamlining pre-press processes and delivering unsurpassed performance for achieving repeatable, predictable, and reliable color—from job to job, and press to press.

The family of HP SmartStream Labels and Packaging Print Servers includes the following:

- HP SmartStream IN050 Labels and Packaging Print Server, Powered by EskoArtwork—for HP Indigo press series ws4000
- HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork—for HP Indigo WS6000 Digital Presses

HP SmartStream Labels and Packaging Print Servers, Powered by EskoArtwork are ideal solutions for driving digital production with unmatched ease and automation.

As robust central color control systems within your print shop, they support ICC colors, integral Adobe PDF, step and repeat, advanced PANTONE® Color conversion tables, and automated workflow through hot folders and job tickets. These solutions also enable future scalability to accommodate color workflow tools and connectivity for EskoArtwork's centralized workflow system.

Key features

- Fast, consistent, high-quality RIP compatible with industry standards
- RIP outputs optimize Indigo file format
- Includes tools for job verification to reduce waste levels and error
- Supports the unique parameters of HP Indigo digital presses for spot color simulation, double printing layers according to need, repeat length calculations, and press screening method selection
- Full press operations, jobs and queues management on the HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork

- Strong color management with support of ICC profiles, plus built-in profiles for CMYK, HP IndiChrome, and HP IndiChrome Plus
- Integrated support for vector barcode creation
- Powerful step and repeat engine
- HP Indigo SmartStream Designer PPML connectivity
- Remote control from the pre-press room
- Connectivity with:
  - HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork
  - HP SmartStream Labels and Packaging Prepress Tools, Powered by EskoArtwork
  - HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork

HP SmartStream Labels and Packaging Print Server

HP SmartStream is a graphic arts portfolio of components that helps you create production workflow solutions to meet a broad range of market segments and application needs. The HP SmartStream portfolio provides end-to-end workflow management, from job creation to fulfillment. When combining best-in-class HP SmartStream and partner components, the result is greater flexibility, with specific solutions to address key market segments that are customizable and scalable to your unique business needs.

HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork

The ideal color management solution for 6- and 7-color presses, the HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork lets you match PANTONE® and spot colors with greater efficiency and is more economical. Expand your color gamut by mapping any seven colors installed on your HP Indigo digital press. You can also produce more jobs with an integrated solution that quickly matches colors to specific customer brand requirements with very little waste.

Key features

- Defines color gamut conversion according to colors on the HP Indigo digital press, through all spectral color profiling
- Individually profiles and stores special colors in a database, resulting in excellent special color matching for digital proofing and printing
- Recognizes colors available on an HP Indigo digital press and performs an automatic conversion from any given color or color space to the color space of the press
- Includes the PANTONE® and HP Indigo Digital Color Toolbox, IndiChrome Plus, consisting of a set of PANTONE® and HP Indigo swatch books.

HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork

Featuring a new level of automation and accuracy, the advanced VDP tools (BarX and StepX are included) enables you to produce jobs with simple or complex variable elements, including barcodes, numbers, text, and images in the Adobe® Illustrator® environment. Optimized specifically for label and packaging design needs, it quickly produces print-ready layouts with robust, automated tools, for single or multiple jobs.

The package includes:

- Variable data printing (VDP) plug-in—an authoring tool that works in the Adobe® Illustrator® environment, addressing for label and packaging VDP needs. Including CSV and XML input support and Integrated color management of variable and static elements.
- BarX—advanced barcode tools for Adobe® Illustrator® CS, allowing the creative professional to automatically generate barcodes with checks and balances—thus assuring accurate code printing.
- StepX by EskoArtwork—a powerful tool for creating print-ready layouts; provides a comprehensive set of automatic and interactive tools to create step and repeat arrangements for single or multiple jobs.

Color matching made easy

HP Indigo digital printing solutions for labels and packaging are recognized industry-wide for their exceptional color matching capabilities. Now, with the HP SmartStream Labels and Packaging Color Kit, color matching is easier and more automated than ever before.

The HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork—the Digital Front End (DFE) for the HP Indigo press ws4500 and HP Indigo WS6000 Digital Press—easily integrates the color kit, ensuring special color matching for digital proofing and printing by defining color gamut conversion according to the colors on the press. It creates individual spectral profiles for special colors that are stored in a database. The kit software recognizes the colors available on the press and makes an automatic conversion from any given color to the color space of the press.

The kit includes EskoArtwork's Kaleidoscope software and the PANTONE® and HP Indigo Digital Color Toolbox, IndiChrome Plus, consisting of a set of PANTONE® and HP Indigo swatch books.

The HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork is a highly productive, accurate solution for short runs that require fast, efficient color matching, printing, and shipping. With best-in-class color matching for PANTONE® and spot colors, you can use the kit and your HP Indigo 7-color digital press to match flexo or offset colors with high efficiency and cost-effectiveness. You can even define an extended color gamut by mapping any seven colors installed on the press.

The simple, digital solution for PANTONE® Colors

To add a PANTONE® Color to a file in flexo printing, you need to load an additional ink onto the flexo press. You must then separate the file into CMYK plus a spot color that is defined in the file. Even in cases where the file contains only CMYK colors for printing on flexo, printers often prefer to convert the file to several PANTONE® Colors—in order to avoid the challenge of combining colors through CMYK dots to get an exact registration.

The process of using HP SmartStream digital solutions is significantly easier than flexo. Using the proprietary HP IndiChrome inks, the HP Indigo digital press reproduces any PANTONE® Color by combining the seven installed inks.

The HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork ensures that your digital output is an exact match to a conventional or flexo press. In fact, to maximize your productivity and profitability, the HP SmartStream solution gives you the flexibility to assign jobs to either press based on the optimal job lengths.

With HP Indigo digital presses, label and packaging converters have multiple color and ink options—printing either with CMYK or with up to seven inks. HP IndiChrome Plus includes CMYK, plus orange, violet, and green. The variety of process color methods gives your customers the option of requesting higher quality at a premium price—which of course leads to higher profitability for you.

Label designed with PANOTONE ® 375, PANTONE® 2592, and CMYK, converted to IndiChrome Plus using the HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork (left) and converted to IndiChrome without kit intervention (right).

These images are part of a digital version of the brochure and do not illustrate the true differences in color. To see the actual label conversion, please contact us for a printed brochure with actual label samples.

Profile your HP Indigo digital press for accurate flexo matching

Profile your HP Indigo digital presses—using either CMYK or HP IndiChrome colors—when the press is used for color matching with flexo. This profiling process is fast and as easy as can be.

CMYK—for any label that is printed on an HP Indigo digital press but will be printed on a flexo press in the future, you can profile a previously printed CMYK sample from flexo to assure similar results, lowering the quality of Indigo digital printing.

HP IndiChrome—the PMS table in the HP SmartStream Labels and Packaging Color Kit defines the PMS color using inks installed on the HP Indigo digital press.

Create colors once, use again and again

When using the HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork to enhance speed and productivity, you only need to create PMS colors once—and then use the profiles as often as needed. With each PMS color added to the database, you get closer to the ideal conversion table—one that is designed specifically for your printing press.

No more time-consuming color adjustments

Returning to pre-press for color adjustments can easily add 15 minutes to the preparation of a job, even if you corrected the color during a previous press run. When gang printing jobs that use the same substrate, a color matching delay of 15 minutes could possibly upset an entire day of printing. Over the course of a day, month, or year, the extra time can be a major drain on your productivity.

With the HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork, you can reduce the time needed to correct a problematic PMS color. After mapping the press with the kit, you can actually hit most of your PMS colors the very first time. The remaining few colors can be met with a small adjustment on the pre-press side. The color quality produced by the HP Indigo digital press means that most jobs can be printed in one run, without any problems, adjustments, or multiple iterations.
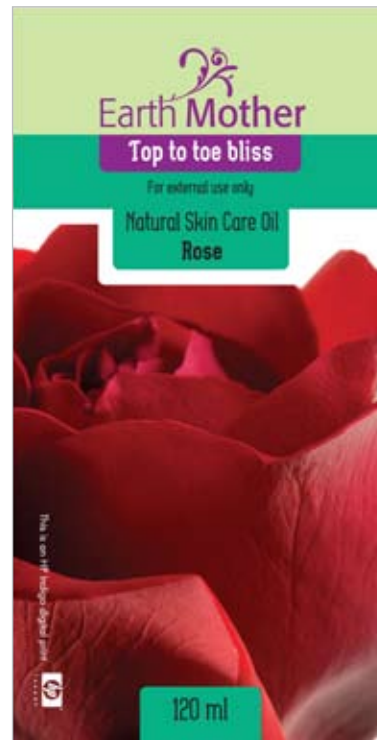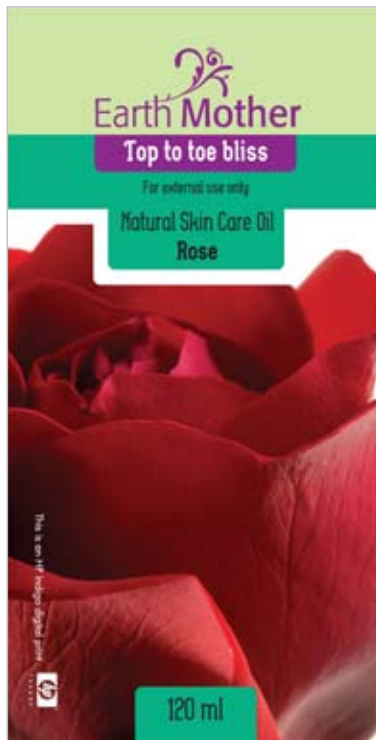
Label designed with PANOTONE® 366 C, PANTONE® 3405 C, and CMYK, converted to CMYK using the HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork (left) and converted to CMYK without kit intervention (right).

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Design, produce, manage— end-to-end workflow efficiency

The HP SmartStream Labels and Packaging Print Servers are a doorway to a world of pre-press and workflow management solutions provided by EskoArtwork. Efficiency makes the difference in your packaging and printing business. Tools are no longer sufficient: when people and processes work together, fast and flawlessly, you can secure higher operational margins and grow business profits.

EskoArtwork offers solutions for the design, production, communication, and management phases of the complete packaging and printing supply chain—all of which now work naturally with the HP Indigo digital press, through the HP SmartStream Labels and Packaging Print Servers.

Packaging design solutions include:

Studio—a plug-in for Adobe® Illustrator® for interactive 3D packaging design. It is the central 'hub' of a graphic design solution that offers a 3D viewing environment for designers who work in 2D and 3D at the same time. Studio accepts ArtiosCAD files and reduces the need for costly mock-ups. Design errors are spotted faster and communication improves with Studio's 3D PDF output.

Visualizer—an application for dynamic, packaging visualization. This software creates and enables the sharing of ultra realistic, on-screen mock-ups and soft proofs of complex packaging and label designs. It helps you visualize finishing effects such as metallic and fluorescent inks, foils, varnishes, and embossing, in a real life environment complete with reflections. Visualizer dramatically decreases the need for printed mock-ups, saves costs, and shortens time to market.

Packaging pre-press solutions include:

DeskPack—a family of plug-ins for Adobe® Illustrator®, Photoshop®, and Acrobat®, turns the world's most favorite desktop applications into full-fledged, design and pre-press production tools. The BarX, StepX, and VDP plug-ins are included in HP Indigo's offering, while the rest of DeskPack plug-ins can be purchased directly from EskoArtwork.

ArtPro/ PackEdge—the leading, full-featured editors for pre-production of labels and packaging. ArtPro for the Macintosh platform and PackEdge for the Windows platform, offer unique technologies and dedicated tools focused on major pre-press challenges, including trapping, distortion, screening, and barcodes.

Plato—a sheet layout application for packages and labels. Regardless of the complexity of your print production, Plato supports fully automated CAD-based and interactive step and repeat workflows. Plato provides more advanced step and repeat capabilities than StepX, which is included in the HP SmartStream Labels and Packaging solutions, and can be used for both analog and digital printing.

FlexProof—an industry-leading proofing solution sharing the same RIP engine with the DFE. FlexProof offers contract proofing for jobs running conventionally as well as digitally. It is the perfect tool to predict the HP Indigo press result using four or seven colors.

Workflow automation and collaboration solutions include:

BackStage—a powerful workflow automation server. BackStage integrates all design and production components in one workflow for repro houses, label converters, and packaging printers, providing a unified hybrid workflow for both digital and conventional printing devices. This client-server software provides enhanced data management, offloads operator workstations, centralizes operator expertise, and automates tasks and communications. BackStage also offers extraordinary integration with your MIS, ERP, and other business systems. BackStage natively and flawlessly works with the HP SmartStream Labels and Packaging Print Servers and offers the same user experience.

WebCenter—a global communication, view, and approval solution, is a secure internet-based collaboration that enables your information to be stored centrally and shared globally. WebCenter lets users review and approve documents as well as reduce and eliminate development cycles and intermediate hardcopy proofs. WebCenter projects can contain any type of document, including CAD files, graphic files, spreadsheets, proposals, purchase orders, and customer specifications. Once approved for production, your files can be uploaded to the HP SmartStream Labels and Packaging Print Server, and printed on an HP Indigo digital press.

Packaging sample making and short-run production tables solutions include:

Kongsberg tables—cover every requirement across all formats and sizes of packaging sample making and short-run production. They are engineered and manufactured to exact parameters for precision results on materials such as folding cartons. The Kongsberg tables are designed to simplify short-run production and sample making and can cut, crease, plot, and mill quickly and accurately.

Additional solutions include:

Consultancy—EskoArtwork offers a variety of expertise to help you boost value and ROI, including the Color Excellence programs, Operational Excellence programs, and more.

System integration—the demands for enterprise applications are increasing. Workflow software, outsourcing, online communication…. all add to the necessity of streamlining the flow of data and resources. EskoArtwork offers systems integration support to help you to connect various MIS, ERP, and other business applications and insure total interoperability between all of the systems connecting to EskoArtwork products.

HP SMARTSTREAM LABELS AND PACKAGING WORKFLOW SOLUTIONS

	HP SmartStream IN100 Labels and Packaging Print Server, Powered by EskoArtwork	HP SmartStream IN050 Labels and Packaging Print Server, Powered by EskoArtwork	HP SmartStream Labels and Packaging Color Kit, Powered by EskoArtwork	HP SmartStream Labels and Packaging VDP Tools, Powered by EskoArtwork	HP SmartStream Labels and Packaging Connectivity Module
Main functions	• RIP • Simple color management: ICC profiles support • Simple step and repeat • HP Indigo WS6000 Digital Press manager • Jobs and workflow manager • Job ticket workflow	• RIP • Simple color management: ICC profiles support • Simple step and repeat • JLYT output to HP Indigo press ws4500 • Jobs and workflow manager • Job ticket workflow	• Advanced color management. • Match colors more easily by mapping press inks and defining a color strategy	Powerful pre-press tools for: • VDP • Barcodes • Step and repeat	Output JLYT for additional HP Indigo press ws4500 units

Key features and components	• Software: RIP, workflow manager, and press manager software
	• HP Server ProLiant ML350 with Windows 2003 server installed
	• Monitor
	• Electric cables
	• User documentation
	• Six-month warranty
	• Installation and training
		• Software: RIP, workflow manager, and Connectivity Module for a single press connection
		• HP Server ProLiant ML350 with Windows 2003 server installed
		• Monitor
		• Electric cables
		• User documentation
		• Six-month warranty
		• Installation and training
			• Software: single press license EskoArtwork Kaleidoscope
			• PANTONE® and HP Indigo Digital Color Toolbox, HP IndiChrome Plus
			• User documentation
			• Six-month warranty
			• Installation and training.
				• Software: single press license for the EskoArtwork Adobe® Illustrator® plug-ins:
				  - VDP plug-in
				  - BarX
				  - StepX
				• User documentation
				• Six-month warranty
				• Installation and training
					Single press license key for JLYT driver (HP SmartStream IN050 Labels and Packaging Print Server only)

Built for:	HP Indigo WS6000 Digital Press	HP Indigo press series ws4000	• HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork • Spectrophotometer	• HP SmartStream Labels and Packaging Print Server, Powered by EskoArtwork • Adobe® Illustrator®	• HP SmartStream IN050 Labels and Packaging Print Server, Powered by EskoArtwork

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