

Global Packaging Artwork Approval Policy

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Review and Approval Table				
Approval Stage	Name	Dated	Approval	Need by Date
Global Head of Regulatory	Sara Brennan	14/07/2017	Yes	

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Change History			
Version Number	Author	Date	Summary of Changes
1.0	Jennifer O'Brien	11/07/2017	First Version

Contents

Global Packaging Artwork Approval Policy	1
Purpose	3
Scope.....	3
Principles.....	3
Key Stakeholders and Roles	3
Toolkit Documents.....	4
Policy.....	5
Fundamental Rules	5
Processes.....	5
OneTouch - colart.onetouch-platform.com.....	6
OneTouch Terminology:.....	6
Naming Conventions for OneTouch Workstreams	7
OneTouch Briefs:.....	7
Artwork Approval:.....	8
Storage	8
The Bank.....	8
Design Share	10
Appendices.....	11
Appendix 1: Definitions.....	11
Appendix 2: Packaging Artwork Approval Responsibilities.....	13

Purpose

The policy has been designed to work in conjunction with the NPD & EPD processes to further define the step for 'artwork generation'. The policy is the work of a cross functional team to establish a quality management system and best working practice for creating and approving packaging artworks.

Only upon successful completion of this process, approval by all key stakeholders and approval for mass production (as part of NPD and/or EPD) can packaging artworks be released for printing. Thereby ensuring all packaging artworks are regulatory compliant, fit for production and conform to the relevant brand guidelines.

Scope

The processes defined within this policy covers development of all packaging artworks by Colart and for use on Colart's own branded products i.e. Winsor & Newton, Lefranc & Bourgeois, Liquitex, Snazaroo, Reeves, distributed brands and private label (where appropriate) etc.

Principles

- Best working practices have been established to ensure all packaging artworks are assessed for regulatory compliance, fit for production and conform to brand guidelines, i.e. approved by all stakeholders.
- A workflow management system (OneTouch) has been developed to facilitate communication and data input by all the key stakeholders and maintain version control during the development process.
- The workflow management system (OneTouch) ensures packaging artworks are approved in a quality management system that retains an audit history, sufficient to meet ISO 9001 standards. Replacing the manual approval process.
- Guidelines have been set out to ensure retention and storage of the relevant data, allowing Colart to be more reactive and utilise our internal artworker(s) and multiple agencies (where necessary).
- Agency and internal tendering has been incorporated to introduce governance to the tendering process.

Key Stakeholders and Roles

- Brand:
 - Brand Directors
 - Global Brand Managers
- Regulatory:
 - Regulatory Affairs
 - Internal Artworkers
- Manufacturing:

- Le Mans - Purchasing (manufactured items, 3rd party purchased items)
- Le Mans - Methods (manufactured items)
- China - Product Development (manufactured and 3rd party purchased items)
- Snazaroo – Deputy General Manager and Office Manager (manufactured and 3rd party purchased items)
- Crown Artists Brush – Business Development Manager (manufactured and 3rd party purchased items)
- Crown Artists Brush – Purchasing (3rd party purchased items)

Toolkit Documents

All documents are saved on the NPD & EPD homepage in SharePoint

https://colart365.sharepoint.com/sites/workspaces/NPDEPD/_layouts/15/guestaccess.aspx?folderid=11fe0227940c046fe87954dc736400800&authkey=Af0nEkWVoeh4bxA5rKvM454

- Best Practice Workflow Charts
 - Packaging Artwork Decision Tree
 - Packaging Artwork Creation Procedure
 - Packaging Artwork Modification Procedure
- Roles and Responsibility Chart, RACI
 - Packaging Artwork Creation Procedure_Roles and Responsibilities
 - Packaging Artwork Modification Procedure_Roles and Responsibilities
- OneTouch Help Documents
 - Online System colart.onetouch-platform.com
 - User Guide
 - Workflow chart
 - OneTouch brief template
- Manual Approval Form
 - Artwork Approval Form
- The Bank Guidance Documents
 - How to upload artworks <http://thebank.colart.com/view/41626>
 - General naming conventions <http://thebank.colart.com/view/46005>
 - Brand specific naming conventions
 - i. WN <http://thebank.colart.com/view/46346>
 - ii. LB & Charbonnel <http://thebank.colart.com/view/46004>
 - iii. Conté à Paris <http://thebank.colart.com/view/46003>
 - iv. Snazaroo <http://thebank.colart.com/view/46007>
 - v. Reeves <http://thebank.colart.com/view/46006>
 - vi. Liquitex <http://thebank.colart.com/view/46005>

All queries should be directed to globalartworks@colart.com .

Policy

Fundamental Rules

1. All artwork changes must go through the NPD or EPD procedure.
2. Development of artwork should follow the best practice workflows and RACIs.
3. All artworks must be approved by Regulatory, Manufacturing (production and/or purchasing) and Brand before going to print.
4. All artworks must be briefed and approved using the OneTouch platform where all projects are initiated by Brand.
Any exceptions where artwork is not approved via OneTouch all stakeholders must approve the artwork manually and then sign the approval form.
5. Each stakeholder is responsible for providing and approving the points detailed in Appendix 2: Packaging Artwork Approval Responsibilities.
6. All approved artworks must be uploaded on The Bank; using versions control measures and official naming convention specified in The Bank Guidance.

Processes

All new artworks or artwork changes must go through the NPD or EPD process before qualifying for this procedure. It is crucial that all changes to existing artworks are fully risk assessed through NPD & EPD to determine their impact on the business i.e. label write off etc. The people representing each stakeholder approver will also be defined as part of the NPD and EPD processes.

There are **two** best practice workflows for developing packaging artwork described below. The processes outlined in these documents should be used as the basis for each project – deviations and extra steps can be incorporated to meet individual project requirements. Please refer to the *Packaging Artwork Decision Tree* to determine which procedure is applicable.

Packaging Artwork Creation Procedure:

The process defines the workflow for developing new artworks, when a new creative design is required e.g. complete rebrand. The best practice procedure comprises of 3 distinct phases.

Phase 1 = Design concept Phase 2 = Master artwork generation Phase 3 = Reproduction

Packaging Artwork Modification Procedure:

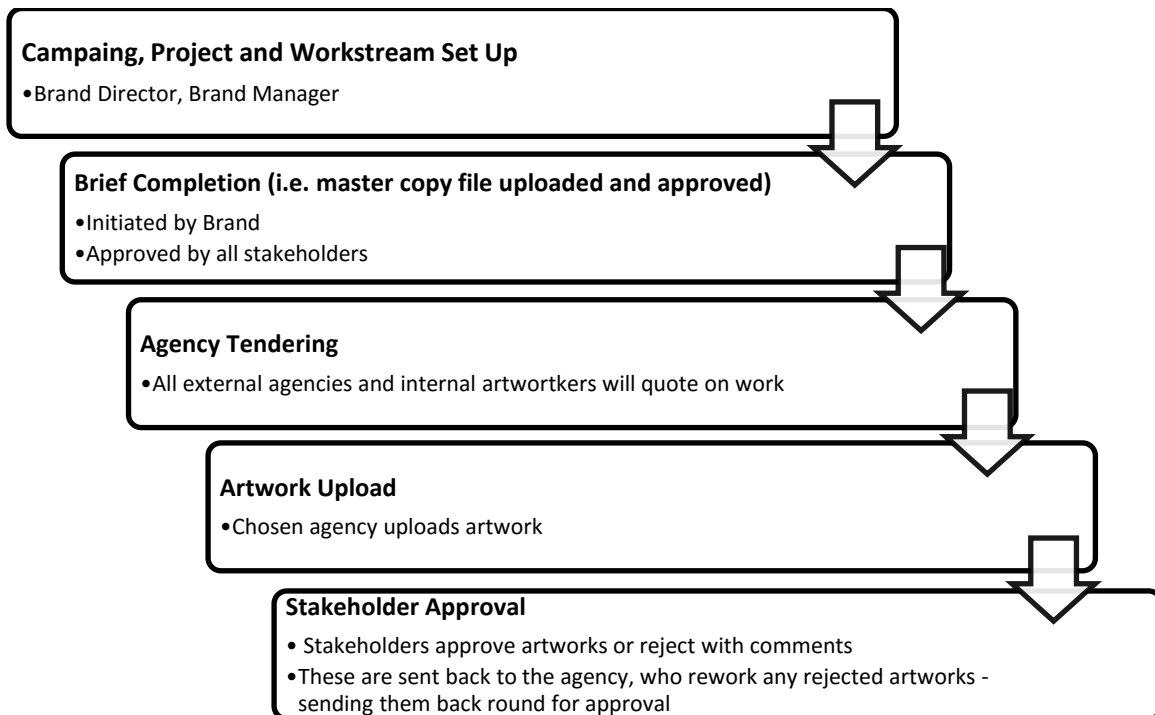
This process defines the workflow for changing existing artworks, i.e. amending content on an existing label design e.g. regulatory change, country of origin etc. The best practice procedure comprises of 1 phase similar to the reproduction phase above.

OneTouch - colart.onetouch-platform.com

OneTouch is an online brand campaign and workflow management tool. In the context of the artwork policy, the workflow has been mapped to follow the packaging artwork procedure. Starting at the briefing stage, through agency tendering and then through the approval process.

All artwork must be approved using OneTouch.

The workflow for packaging artworks and user guides can be found in the Global Artworks folder on SharePoint as [described above](#). A simplified workflow is described below.



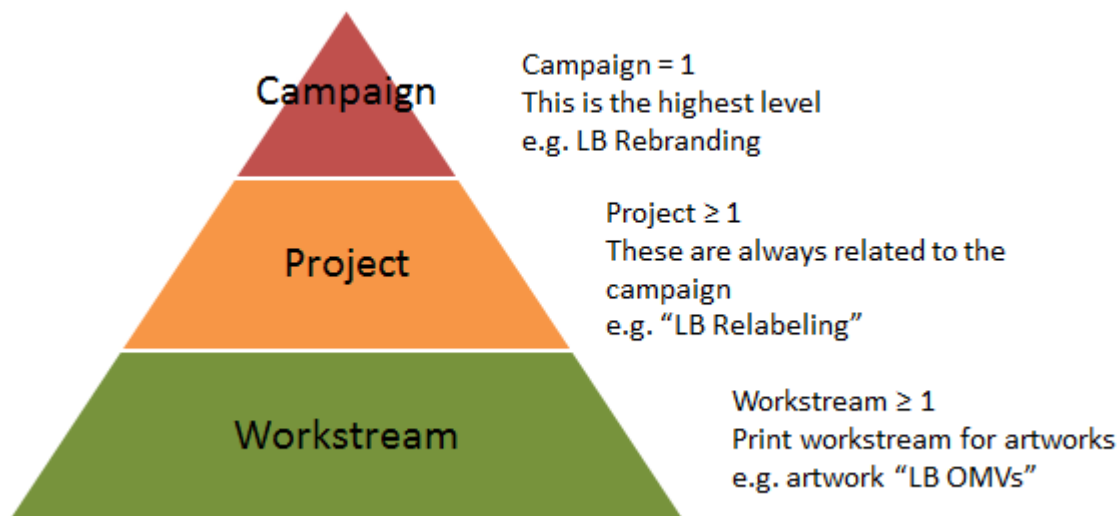
OneTouch Terminology:

There are 3 levels to setting up a project in the following hierarchy; Campaign, Project, Workstream.

Campaign refers to the highest tier, which are defined by Brand Directors.

Project refers to a mid-tier and is created within a campaign. Projects can be set up by Brand Directors and Brand Managers.

Workstream or print workstream is the bottom tier. For artwork approval this is called a print workstream and will contain the brief and the workflow or approving artworks. This level is set up by Brand Directors and Brand Managers.



Naming Conventions for OneTouch Workstreams:

For easy identification print workstream should be named with the NPD/EPD project code followed by a simple unique description.

e.g.

W&N16-SACHETS_Cotman artworks

SNZ17-PartyPack_artworks

LQX17-TECHNIQUESETS_tube artworks

OneTouch Briefs:

The data within the brief templates (i.e. master copy file) must be completed at brief initiation, the process cannot continue without all label content. The brief templates should include all label content and print specification requirements necessary for the artworker to fully complete final artworks. Please see *Appendix 1: Packaging Artwork Approval Responsibilities* for information.

When using OneTouch all artworks must be grouped into separate briefs depending on who is responsible for approving each artwork. Each brief must all go to the same approvers. Please see the *Packaging Artwork Decision Tree*, each terminus of the tree results in a separate brief in One Touch.

e.g. Project: Reeves rebrand of mixed artworks

Brief 1: Purchased at Le Mans

Brief 2: Manufactured in China

Brief 3: Purchased at Le Mans

Artwork Approval:

Each stakeholder is responsible for approving the information they provide as part of the brief and all associated variations i.e. colours or translations. Please see *Appendix 1: Packaging Artwork Approval Responsibilities* for information.

Please note the reminders have been set up in OneTouch to prompt users to complete outstanding actions. These timings are not set to replace the timings set by the NPD/EPD teams.

Storage

The Bank

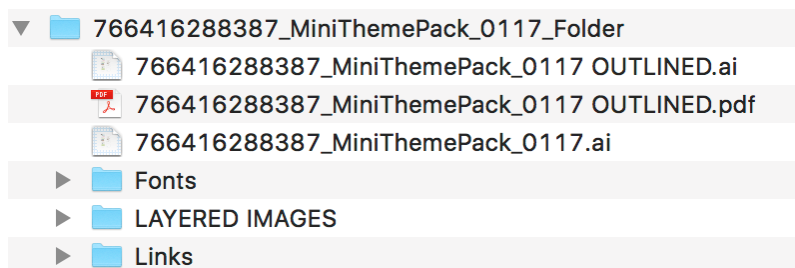
Final approved packaging artworks must be uploaded to The Bank. Versions generated during the development process do not need to be saved on The Bank.



Step 1: Each packaging artwork must be placed in a .zip file containing the following documents. There is no official naming convention for these file. However if you name the file using The Bank naming convention this name will atomically be picked up by The Bank

- High resolution .PDF (outlined) – turn off any layers that would prevent visibility in adobe viewer e.g. varnish layers
- ai. file - editable and not outlined
- ai. file – none editable outlined
- .PSD layered files – if applicable
- Images if not embedded – if applicable
- Fonts – if applicable

Please note the approval form is no longer required if the artwork was approved via the OneTouch approval system.



Step 2: It is important that the person uploading the artwork is aware if the artwork is new or a replacement. **Version control checks** must be performed to ensure existing assets (artworks) are archived and replaced with the amended artwork. This would apply to amendments where the EAN code (barcode) remains the same. Please see The Bank guidance on how to do this.

Step 3: Upload the .zip file to The Bank either as a single asset or by using the bulk upload procedure.

The .zip file must follow the specified naming conventions below.

All artworks: **BRAND PRODUCT SIZE COLOUR [COMPONENT] SKU**

e.g. W&N OIL PAINTING PRIMER 500ML [B003360] 094376904468

Brush plates: **BRAND SUBBRAND FILE NAME**

e.g. WN GALERIA BRUSH PLATES #1

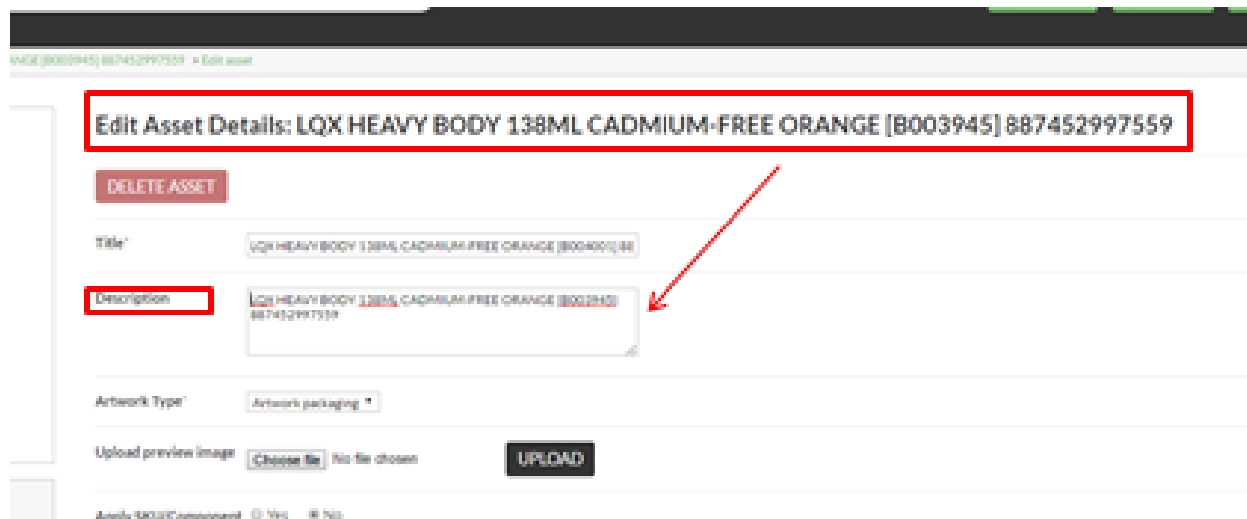
If any of the information differs from what is required in the above naming convention e.g. no component code or multiple SKUs, follow the naming rules in The Bank guidance.

Step 3a: Replacing a single asset manually:

- Add the “old” asset title into the description – this must be done to ensure we still search for the archived artworks by component code.
- Change the title of the asset to include the new details i.e. replace the component code.
- See figure 2 Illustration of Version Control Rule.

Step 3b: Replacing multiple assets on bulk:

- When replacing an existing asset you must follow The Bank asset replacement procedure. This replaces the asset only.
- To add the old titles to the description box and change the title of the assets please use the data replacer function.



Help documentation is available on [The Bank](#) or contact [The Bank Support Team](#) for training at TheBankSupport@ColArt.com.

Design Share

Design Share is an internal server at Head Office, which will be used by our internal artworker(s) and packaging technologist as a working space and to store master data:

- Completed brief templates including all labelling text
- Brand guidelines, design files
- Fonts
- Images
- Cutter guides
- Artwork ai. files and PDF (back up)
- Working space for Colart's Artworkers
- Historical artworks

Appendices

Appendix 1: Definitions

These are definitions used here and in the supporting documentation.

Brief: An excel spreadsheet containing all information relevant to creating a label e.g. product name, barcode, component code, warning text, all translations. Plus supporting documents e.g. brand guidelines.

Creative design: This is the design concept developed by the creative agency.

Design production meeting: This is a meeting held between Brand and the creative agency to present their creative brief.

Design Share: Design Share, this is an internal server at HO that will be used as our 'design network'. It gives Colart a secure space to save all our data as well as giving Colart's Artworkers will a working space. It is also called The NAS – Networkable Asset Storage.

Manufacturing (MBU): At Le Mans manufacturing refers to the methods and/or purchasing departments.

Master design/artworks: Several SKUs will be selected from the whole project to be worked first. This step is important to ensure the creative design is feasible and to catch any amends before rolling out to all SKUs.

NAS: Networkable Asset Storage, this is an internal server at HO that will be used as our 'design network'. It gives Colart a secure space to save all our data as well as giving Colart's Artworkers will a working space. It is also called the Design Share.

OneTouch Campaign: This is the terminology used in OneTouch, there are 3 tiers of projects which are listed here in order; Campaign, Project, Workstream.

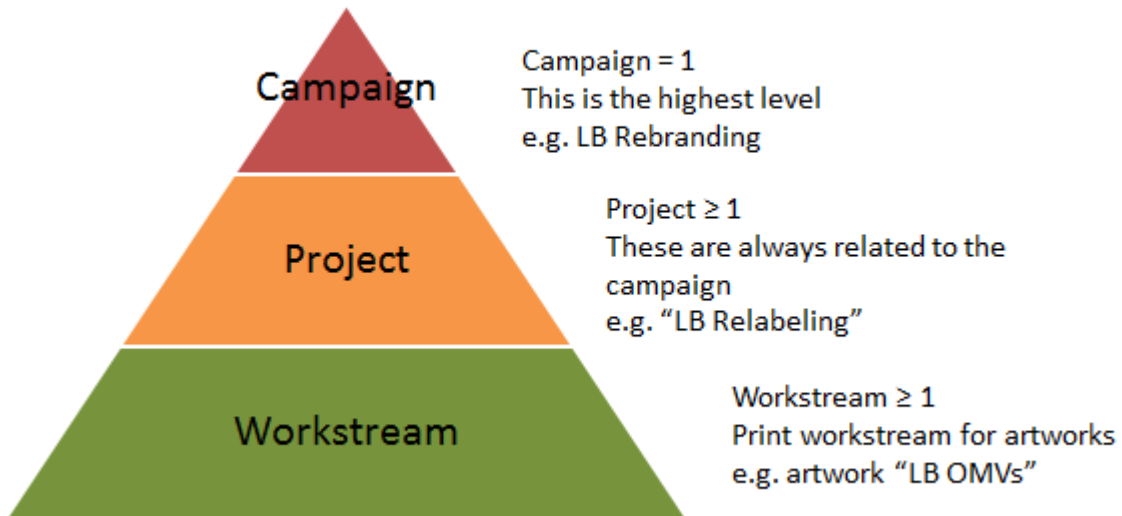
Campaign refers to the highest level of project e.g. EPD LB Rebranding. This level is set up by Brand Directors only.

OneTouch Project: This is the terminology used in OneTouch, there are 3 tiers of projects which are listed here in order; Campaign, Project, Workstream.

Project refers to a mid-level project that is created within a campaign e.g. LB Relabeling. This level can be set up by Brand Directors and Brand Managers.

OneTouch Workstream: This is the terminology used in OneTouch, there are 3 tiers of projects listed here in order; Campaign, Project, Workstream.

Workstream or print workstream refers to a lowest level project that is created within a project. For artwork approval this is called a print workstream and will contain the brief and the workflow or approving artworks e.g. LB OMV relabeling or LB Acrylic Brushes. This level is set up by Brand Directors and Brand Managers.



Pre-production meeting: An optional meeting that is held with the key stakeholders prior to any work by an agency or internal artworkers. The meeting is to ensure the concept and the brief are fully understood. This can occur before developing a creative design or replicating a design across additional SKUs.

Print ready file: This is the artwork file that contains the printer specification e.g. pantone colours. Cutter guides will also be suppressed to prevent it being printed on the physical packaging.


Reproduction (roll out): This is when the design concept is replicated across all the additional SKUs within the project.

Appendix 2: Packaging Artwork Approval Responsibilities

This list is not exhaustive but should act as a guideline. If any other responsibilities are identified these should be agreed at the start of the project.

The table below details which stakeholder is responsible for providing the information for certain labelling elements and then subsequently checked during the approval process.

Artwork Component	Regulatory	Methods (Le Mans)	Product Development (China)	Lowestoft	Minehead	Purchasing (Le Mans)	Purchasing (Lowestoft)	Global Brand
Marketing copy (product name, product description, romance/marketing text, translations, Colart address, web address etc.)								Y
Translations of warning text (toy and cosmetics only)								Y
Images and fonts								Y
Printing process		Y	Y	Y	Y		Y	Y
Conformance to brand guidelines								Y
Contents, volumes, units (correct units used for region, e mark, font size)	Y							Y
Brand logos and trademarks								Y
Country of origin "Made in" (factually correct and font size)	Y							Y
Colour number								Y
Technical info (colour number, pigment, lightfastness, opacity, vehicle etc.)								Y ²
Cutter guide (dimensions and manufacturing tolerances)		Y	Y	Y	Y		Y	
Cutter guide (version and date, if available) ¹		Y		Y	Y		Y	Y
Print area		Y	Y	Y	Y		Y	
Label substrate (is it the correct substrate) ¹		Y	Y	Y	Y	Y	Y	Y
Print colours ¹ (CMYK, pantone etc.), varnishes, finishes ¹ , embossing			Y	Y	Y	Y	Y	Y

Artwork version ¹ , date ¹ , scaling ¹		Y		Y	Y	Y	Y	Y
Eye mark		Y	Y	Y	Y			
Component code ¹ (label code) and placement (must be on a none glued flap)		Y	Y	Y	Y	Y	Y	
Barcode ¹		Y		Y	Y	Y	Y	
Product code ¹		Y		Y	Y	Y	Y	
Suitability for printing (technical feasible)		Y	Y	Y	Y	Y	Y	
Warning text in English (toy, cosmetic, chemical products)	Y							
Translations of hazardous chemical warning text (CLP)	Y							
Regulated font sizes (volume, piece count, warning text)	Y							
Warning symbols (pictograms, child safety warnings)and ACMI seals	Y							
Ingredients lists for cosmetics	Y							
Other regulatory symbols e.g. green dot, CE, aerosol epsilon, max. capacity aerosol	Y							
Regulatory sense check (i.e. marketing copy not contradictory to hazard warnings, Snazaroo not on the eyes and lips)	Y							
FSC logo	Y							
FSC Claim (e.g. 100%, Mixed or recycled)			Y			Y	Y	
Recycling logos (not Green Dot) 		Y		Y	Y	Y	Y	Y
Sense check - contents list, piece count, colours etc.	Y			Y	Y		Y	Y
Conformance to quotation i.e. colour & dimensions			Y			Y	Y	

Y = Yes

¹Required in the title block (legend/print specification) of print ready files.

²Brand should consult I&D to ensure the information is technically correct, however brand is responsible for transferring this information to the artwork brief and checking the final artwork conforms to the brief.