

**STREAMLINE YOUR  
PACKAGING WORKFLOW,  
FROM DESIGN TO DELIVERY**

Packaging can be both the first and the final chance to attract consumer attention. It communicates important consumer benefits, enhances your brand's image and protects the integrity of the product inside.



RRD's Packaging experts create comprehensive workflows to enable standout packaging that helps build, reinforce and improve brand awareness. Each year, customers around the world rely on RRD to produce compelling packaging using our industry-leading solutions, advanced technologies and refined workflows.

**Our team understands the critical importance of your brand vision.**

Efficient, cost-effective packaging design and production delivers brand consistency and product integrity on every shelf in every country where you do business.

Our expert team works with your brand to design packages that catch attention, drive awareness and protect your products. This is ultimately achieved through:

- Domestic and global creative and structural design teams
- Creative brief and color palette branding development for packaging across all substrates
- Style guide development for seamless creative design and art production for all substrates
- Full structural design services for paper-based and Polyethylene terephthalate (PET) products—from concept to brand adaptation on new structures to design for manufacturing

## BRING YOUR PRODUCTS TO LIFE BEFORE PRODUCTION EVEN STARTS

First, we create 3D renderings with animation and pre-production prototypes, allowing you to see your package in retail environments. We will highlight the colors, texture, composition and structural design to give you a true representation of your on-shelf packaging. You have full creative control before production begins and at every step, including:

- A structural design explorative process that encompasses sketches, renderings, costs and material assessment, prototypes, manufacturing process planning, transportation analysis, and assembly instructions
- 3D rendering development across good, better and best formats for all your multimedia needs
- In-house pre-production mock-up printing and packaging construction

Next, we put all the design and brand elements together. Our art adaptation services account for size, color management, palette execution and content, along with the development of style guides, illustrations and proofing workflow.

### **We are industry experts in color and print management.**

We develop and tailor our color management services to your brand needs.



To support all packaging types and substrates, RRD's full-service packaging pre-press production solutions include:

- Production Art
- Line Extensions
- Digital & Remote Proofing
- Color & Print Management
- Press Profiling
- Expanded Color Gamut
- HD Flexo Plate Making
- Workflow Management

## ELEVATE YOUR CONTENT WITH HD PLATING AND ECG

RRD worked directly with ESKO to become one of the first fully integrated pre-press providers to offer HD Flexo plate-making services in the U.S. HD Flexo offers improved print results across the spectrum, from highlights to solids. With years of experience, we have become the recognized authority in this specialized technology.

Combined with our expertise in Expanded Color Gamut (ECG) technology, we are driving the industry standard. ECG goes beyond the CMYK ink set and expands the color gamut by adding orange, green and violet. The result is brighter colors and more vibrant images with smoother vignettes and highlights and no harsh trap lines.

Our combined HD and ECG services provide the highest possible Flexo printing quality and image reproduction in a predictable and repeatable production environment.



- 4,000 DPI
- Photo-realistic image reproduction
- More PMS color matching
- Smooth vignettes
- Clean type reproduction
- Sustainable—less ink consumption
- Faster make-readies

## OWN YOUR PREMEDIA PACKAGING WORKFLOW

Tying the entire process together, RRD provides an extensive array of fully integrated tools for planning, scheduling, capturing, proofing, organizing and producing connected packaging content. Our technology workflow solutions are easy to integrate and totally web-enabled

- Collaborative workflow solutions
- Digital asset management
- Online proofing
- Remote proofing



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