Driving impact and efficiency from concept to consumer
EXECUTE WITH IMPROVED EFFICIENCY AND IMPACT

Drive costs and time out of package development

Kodak Design2Launch Solutions provide brand owners and packaging designers with a dynamic digital workflow that automates and integrates all facets of the content creation and graphics development process, improving speed-to-market and assuring accuracy:

- Centralize assets across brands, departments and geographies
- Enable real-time collaboration, compressing review cycles
- Reduce errors that can delay launches or cause product recalls
- Improve visibility with a dashboard view of all projects

Kodak InSite Solutions offer a complete portal solution from creative to the pressroom. Through collaboration, digital asset management, online job submission, and monitor proofing, these tools:

- Connect geographically-dispersed collaborators, enhancing communication and production efficiency
- Enable faster job turnaround times with greater flexibility, color accuracy, and control

Kodak Services for Business address the need for process optimization from concept to consumer, with professional and consulting services that enable the successful implementation of integrated systems that connect and streamline asset management, package design and print production.

Protect the brand

Automated workflow solutions protect brand value by optimizing color consistency across packaging substrates and geographies, and by authenticating packaging content to ensure regulatory compliance.

For added protection, Kodak offers brand owners a wide range of overt, semi-covert and covert solutions designed to defend their brands, products and customers against counterfeiting, tampering and gray market diversion.

Kodak Security Solutions can be:

- Incorporated in a wide variety of packaging materials
- Applied without disruption to product design or manufacturing processes
- Detected by those who need to validate authenticity, but go undetected by those looking to exploit the brand

Simplify complex workflows

In prepress, Kodak Unified Workflow Solutions automate and streamline production processes. These innovative solutions use open standards, offer exceptional levels of flexibility and control, and deliver all the advantages of an optimized print environment:

- Automated control of prepress, plate, and file production, improving predictability, and reducing errors and costs with Kodak Prinergy Workflow
- Reduced cycle times, with advanced packaging layout and CAD software tools that increase prepress efficiency
- Optimized brand fidelity, with advanced screening, imaging and color management technologies for both offset and flexo processes, which produce extraordinary print results

Fast, accurate proofing

Kodak offers a complete spectrum of proofing solutions for the specialized needs of the packaging business.

- Color-accurate virtual proofs that enhance speed and collaboration
- Accurate and predictable inkjet systems, produced on a wide range of optimized media
- Digital halftone contract proofs that predict final results dot-for-dot on actual substrates. The industry-leading Kodak Approval NX Digital Color Imaging System can accurately proof white and metallics and spot colors, and is ideal for prototyping applications.
Kodak offers a full range of analog and digital plate making solutions for flexographic, offset and letterpress applications, which are designed to reduce production costs and deliver consistent, high-quality results.

**Drive cost savings and shelf impact with digital flexo CTP**

The Kodak Flexcel NX Digital Flexographic System is a complete solution that uses unique imaging technology to enable exceptional print quality and consistency, while reducing overall production costs. Jobs that were previously beyond the capabilities of flexo are now within reach, extending the cost advantages of flexography to a wider range of packaging applications. With the Flexcel NX System:

- True 1:1 image reproduction from file to plate is achieved with a unique flat-top dot structure that delivers unprecedented process stability, repeatability and predictability
- Consistency of brand colors is improved from job to job and run to run
- Presses come up to color more quickly, significantly reducing substrate and ink waste in the pressroom
- Plates last longer, reducing the overall number of plates required and minimizing press downtime for plate changes
- Presses run faster, optimizing press utilization
- Sustainability initiatives are supported by a reduction in the total number of plates required per job, by faster makereadies that reduce substrate and ink waste, and by excellent ink transfer that helps reduce ink consumption and cleaning stoppages

**Drive quality and efficiency with analog flexo CTP**

The Kodak Flexcel SRX System is a completely integrated solution that produces traditional flexo plates with a flat-top dot structure, which deliver superior performance to LAMS plates. Using reliable, high-quality film and optimized flexographic plates, this system enables outstanding tonal range, productivity and print stability for a wide range of applications.

**Reduce total cost of use with offset CTP**

Kodak’s CTP solutions perform with the productivity and reliability you need to minimize costs without sacrificing quality. A wide choice of options and upgrades enable you to maximize your investment—today and into the future—keeping pace with an ever-changing business environment.

- The industry’s most stable thermal imaging technology, including Kodak SQUARESPOT Imaging Technology, produces robust plates in a predictable, repeatable process that maximizes efficiency in plate making
- Advanced automation features enable dramatic reductions in manual plate handling and costs
- Innovative Kodak Trillian SP Thermal Plates can reduce plate chemistry consumption by up to 70% while delivering exceptional on-press performance, even in environments using aggressive UV- and EB-cured inks, and eliminating the need for post-baking in most circumstances. This unique plate can help reduce chemistry costs, energy costs and overall plate processing line footprint without compromising quality.

**Simplify letterpress plate making**

Kodak Miraclon Letterpress Plates are high-quality, UV-sensitive photopolymer plates that can be imaged, processed and dried in less than 30 minutes. Available with polyester film, steel or aluminum backing, these versatile plates can be imaged using analog, digital or direct laser engraving workflows, and are processed and rinsed with tap water. Excellent image reproduction makes Miraclon Letterpress Plates ideal for label, security, business form, UV flexo and dry offset applications.
Short-run digital printing on demand

Kodak NexPress Digital Production Color Presses enable packaging printers to cost-effectively produce short runs of high-quality, variable-data packaging, optimizing operational efficiency and helping brand owner customers create targeted materials that maximize their return on investment. Over 600 substrates are qualified to run on the NexPress System, including coated and uncoated paper, film and selected packaging board.

With the optional Kodak NexPress Fifth Imaging Unit Solutions, you can introduce high-impact features that add value and drive margins:
• Dimensional raised print
• Gamut expansion for accurate spot color matching
• Red fluorescing or MICR ink for security applications
• Watermarking, spot gloss or flood gloss for durability and visual impact

Global service and support organization

Kodak Solutions for the packaging market are supported by a world-class team of dedicated sales, professional consulting and service staff. Our global service and support organization is focused on optimizing operational efficiency with services that can help you control costs, maximize productivity and minimize business risk.

A world-class partner

From packaging concept to creation, no other partner offers a more complete brand management and prepress portfolio to brand owners, trade shops and printer-converts than Kodak. Our strategic vision is to provide sustainable solutions for accurate printed packaging that protects and strengthens brand value, across any substrate, through any print process, worldwide.

To learn more about packaging solutions from Kodak:
Visit www.kodak.com/go/packaging

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Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

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