

Optimizing Labeling and Artwork Management through Digitalization & Automation

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Business challenges

Why Packaging & Labeling updates continue to cause problems

Challenges From All Angles

- Regulatory Pressure
- Need for Speed
- Risk of errors
- Demand from Patients





- 10mg Tablet
- 20mg Tablet
- 30mg Tablet
- 20mg Capsule
- 50mg Capsule
- Injectables

- Health Authority
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- Health Authority



One change could cause 50-100 updates



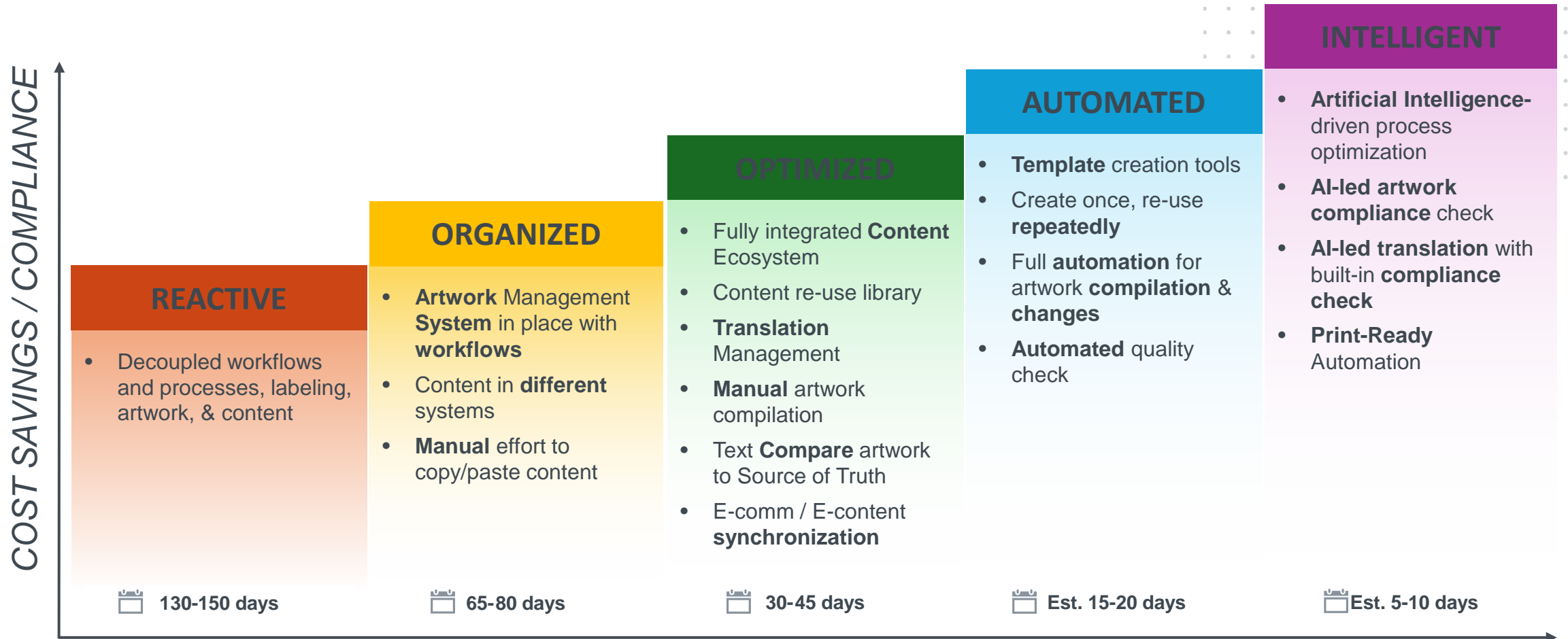
How many companies have challenges with artwork due to:

- Regulatory pressure
- Need for shorter timelines/ volume management
- Quality control
- Increased demand from patients



Digital transformation evolution

Artwork Management Digital Maturity Model



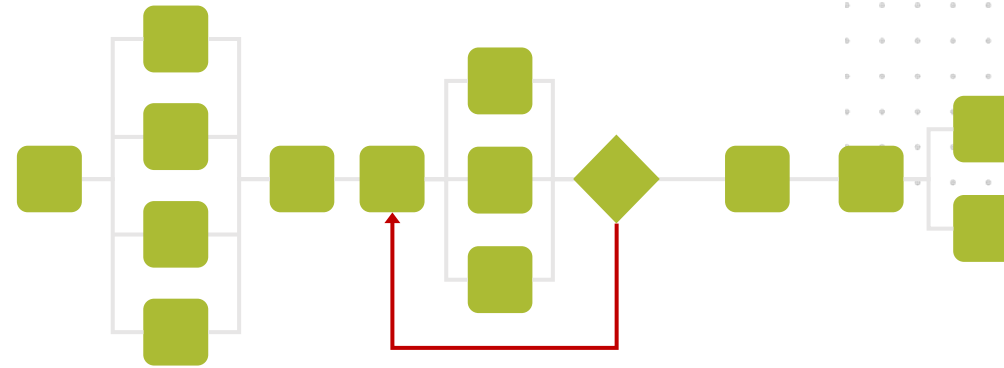
FASTER TO MARKET / OPERATIONAL EFFICIENCY

= days of Change request to Print-Ready files



Artwork Management System

A collaborative labeling workflow solution that guides your team through the process of bringing Life Sciences products to patients – *from content creation to market release.*



- Configurable workflows to match your business processes
- Rules-based routing engine
- Integrated file management & version control
- Easy to use viewer for packaging and labeling files

Benefits of Organized stage and an AMS

ORGANIZED



Quality

Consistent process



Speed to market

Clear roles and responsibilities and deadlines



Reduced errors

Version control and auto file compares

Compliance

Full audit trails & traceability



Gain control of your content

- Content includes text, images, symbols, barcodes, tables
- Increase consistency with reusable content elements
- Increase Right First Time with use of approved content



Benefits of Optimized stage

OPTIMIZED



Quality

Content consistency & re-use



Speed to market

Reduced chasing of content source & shorter review cycles



Reduced errors

Reduced churn getting content right



Artwork Automation

- Design artwork with placeholders for content
- Link content to the artwork template
- Eliminate copy/paste, increase Right First Time



Benefits of Automated stage

AUTOMATED



Quality

Instant impact assessments on impacted artwork & drives consistency with templated artwork



Speed to market

Reduces production artist efforts



Reduced errors

Eliminate copy/paste of changes



AI for labeling & Artwork

- Esko focus is on where AI can deliver tangible benefits in operational efficiency & sustainability
- AI as a Complement, not a Replacement
 - Embedding AI in our solutions to enhance user capabilities
 - No extensive AI training
 - No significant disruption to workflows

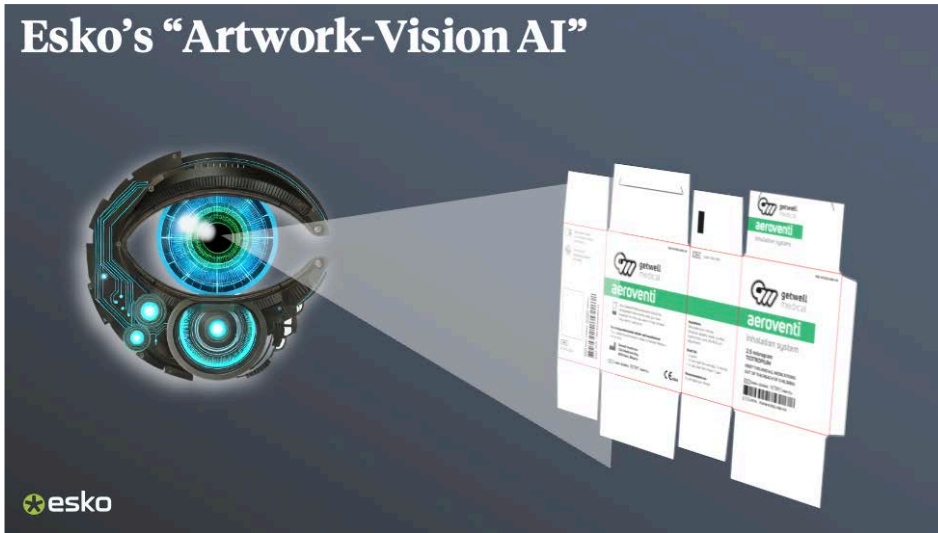


Examples of AI

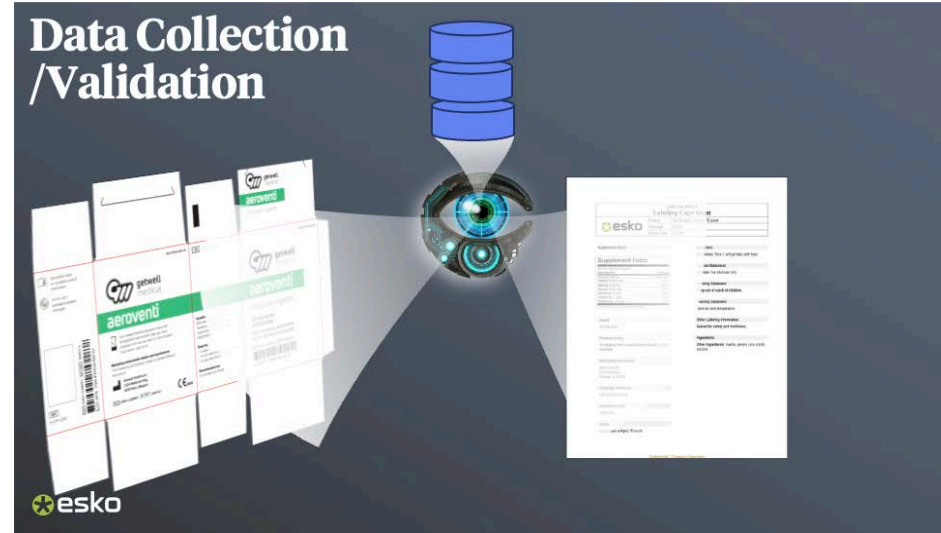
INTELLIGENT



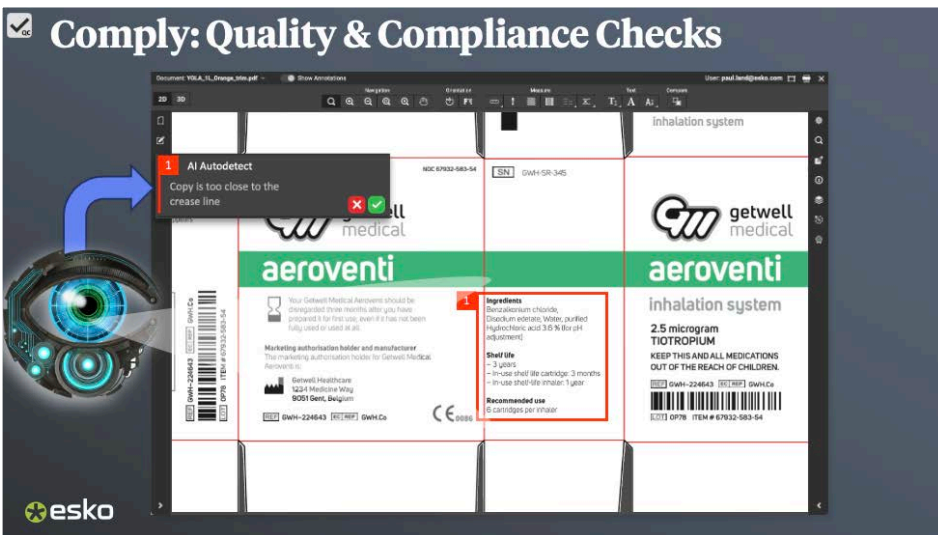
Esko's "Artwork-Vision AI"



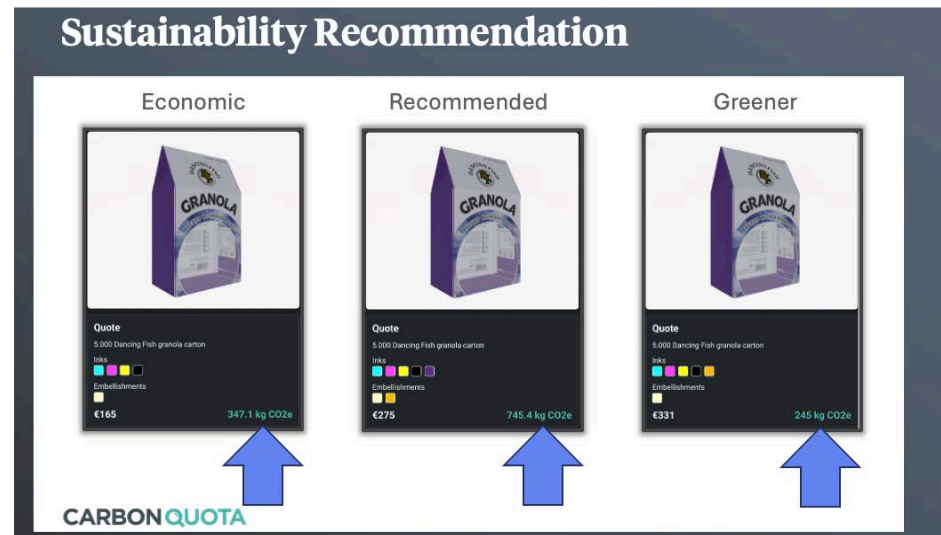
Data Collection /Validation



Comply: Quality & Compliance Checks



Sustainability Recommendation



Benefits of AI

Across the board boost in all areas



Quality



Speed to market



Reduced errors

Compliance

INTELLIGENT



Customer cases

A Forrester Total Economic Impact™ study commissioned by Esko - October 2024

Some key findings from the study



240% ROI

within three years.



**30% productivity
gains**

for core packaging team
members worth \$2.5 million.



\$1.8 million

in revenue gains through
increased speed to market.



WebCenter Customer Automated Leaflets

Increase Quality

- Less errors, reduced recalls – typically 80% of recalls are caused by Content errors

Content Re-use

- Approve once, translate once, re-use over and over

Productivity

- Reduce admin/non-value add work and increase capacity (by as much as 30%) with same # FTEs

Traceability

- Impact analysis/better opportunities to plan, predict and collaborate

Faster to Market

- Reduction of lead time



Typical savings
for 2,660
SKUs/Leaflets:
€2,777,280 per
year

Typical savings
for 1,520
SKUs/Leaflets:
-\$780,000 per
year

***“Produce more, faster, with the same FTEs
Eliminate copy and paste, reduce
non-value add activities
Prevent errors and recalls”***

Summary

- It's a journey, not a destination
- Technologies are rapidly changing, but don't delay getting onboard
- The Digital Maturity Model is a great tool to assess where you are today and think about your future state
- Thinking in terms of stages is a good way to make manageable changes



Come and see us at our booth to discuss what your next steps should be



Zeynep Balci

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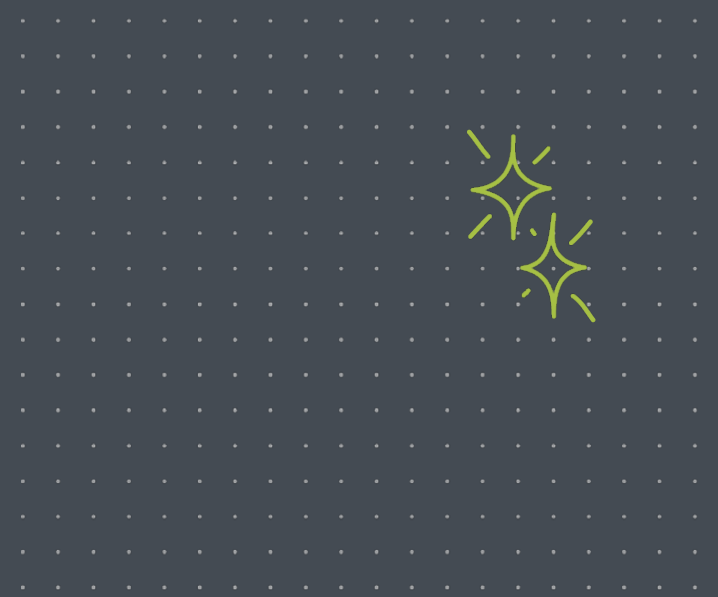
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Thank you
Any questions?