



Key course elements included

- Understanding of different printing systems and embellishments
- Origination process from design to print
- Artwork layout for different print processes
- Detailed guidance on font sizes, colour correction/sequencing, image resolution, trapping and dot gain
- Artwork management and approval
- Proofing options
- Press specifications, adjustments and fingerprinting
- Impact of substrates on design and press performance

One of the world's leading pharmaceutical companies has enlisted the support of the newly formed 4impression Training Group to advance understanding of digital repro and its relationship to printing processes.

In a course customised to meet their needs AstraZeneca were able to use their own digital files of packaging and leaflet designs to gain relevant insight into the detailed preparation and adjustment of files to a "press ready" format.

A team of 15 delegates from the packaging design and development team from the company's UK manufacturing operation took part in 3 days of intensive training based on site in Macclesfield and off-site at 4impression partners Jennings DAR, Barnsley.

Karen Thompson Packaging Projects Manager, AstraZeneca explains, "Our objective was to focus on the design-print interface and extend our knowledge of what happens to our packaging designs prior to production. By understanding what adjustments are needed to digital files to compensate for different materials, print processes and press configurations, we can further enhance our own image preparation and communicate more effectively with our supply chain."

Following a detailed introduction to the printing and embellishment processes relevant to AstraZeneca, the course explored the processes and procedures involved in taking artwork through to press. Working in small groups delegates took part in fully interactive sessions manipulating and converting digital files closely supervised by technical personnel from Jennings DAR.

"By adopting a "hands-on" format using our own files, 4impression were able to deliver training with a high degree of relevance and impact for our team," commented Karen.



4impression

4impression Training Group,
First Floor, 46 Otley Road, Harrogate, HG2 0DP
Tel: +44 (0)1423 524630
Fax: +44 (0)1423 524595
Email: info@4impression.com
www.4impression.com

