

A collage of images related to printing and packaging, including a color calibration chart, a magnifying glass, a ruler, and various printed materials.

# PRINT FOR PACKAGING one-day course

This one-day CPD approved course is designed to help attendees gain a real insight into a sometimes complex and jargon-filled business, whilst also ensuring they understand the way in which creative design concepts are translated into printed packaging and how upstream/downstream processes impact on it.

Understanding the required process steps and timings, the potential quality issues and limitations of processes provides for smoother and better on-time NPD and increased speed-to-market.

## What's in it for me?

This one-day course covers:

- o Why Print, and the basics of colour theory
- o Design / Artwork development process
- o Artwork and the approval steps
- o How to increase speed to market and reduce costs
- o Working with Print Suppliers
- o Print Specifications & Briefs (The importance for quality and multiple suppliers)
- o Repro & Plates (Introduction to plates for the print process)
- o The main printing processes for various substrates
  - Flexography, Offset Litho and Gravure
  - Plus overview of Digital, Dry Offset, Letterpress & Screen.
- o Recognising print / Substrates and print processes
- o Press passes / Approving colour / Quality Control
- o Discussion on areas such as:
  - Design, print, sustainability, inks and substrates
  - Other decoration processes and assuring quality

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## Benefits

- Drive innovation and efficiency in your business
- Provides a level of insight and understanding of the packaging industry
- Add real and measurable value to you and your businesses
- Staff equipped to drive development
- Best practice to maximise profit
- Access the experience of the industry

**Both within the packaging industry itself and throughout the supply chain, there is a need to understand the way in which creative design concepts, are translated into printed packaging. This course gives you that insight.**

This popular one-day course can be held in-house for larger company groups.