Package development involves complicated business processes working together — design, global regulatory requirements, manufacturing, and product information. Drive faster, smarter packaging development with a platform that combines the content your teams need with the context they crave.

New products, ingredient changes, rebranding: every product change can create a need for new packaging.

Technical and creative information collide with file formats whenever packaging is involved. Packaging designers are called on to localize designs to multiple markets and change specific elements — like the color of a beauty product — to create many iterations of the same basic package.

When we talk to global companies about packaging, we hear stories of disconnected, manual systems holding productivity back:

- Labeling errors lead to expensive quality control checks, rework, and delays when technical product specifications — like ingredients or nutrition information — are contained in a PLM (or similar) system, then manually transferred to visual designs held in a separate system.
- Repetitive manual work results when packaging designers need to use content from several different systems, break designs and images down into elements, and create derivative versions for multiple markets.
- Complex and time-consuming review and approval processes, spanning multiple departments and levels, vary based on product specifications, and reviews are handled with a confusing array of printouts, emails, and in-person meetings.

What if packaging designers didn’t have to operate as a go-between, operating as the “glue” between these different functions? What if every person involved in the packaging design, review, and approval process could see the information they needed, with full automation for even the most complex workflows spanning multiple systems?
Tying it all together: Smart packaging design

Packaging design relies on manual processes because of the historic disconnect between technical data, image viewers, and support for complex objects.

Each packaging design file is a complex object: the packaging designer must be able to access product information, and create relationships between packaging versions and iterations. Each packaging design may contain 2D and 3D images, ingredient lists, brand copy, layouts, and more.

Now, using the Nuxeo Platform, the entire packaging design process can be streamlined, automated, and accelerated. Get full control and visibility over the entire packaging design object. Connect images from graphic designers, copy from creatives, product information from PIM/PLM systems, and design briefs, with full version histories and audit trails to better understand how changes were made.

Annotation & collaboration

Comments and replies appear in-platform for easier collaboration, eliminating the need for reviewers to share the same creative tools. Comments are maintained in the audit trail, but visibility can be configured for different stages in the process or user roles.

Any approval process — from voting by a group, to pool-based approvals, to multi-level executive approval requirements for specific content types — can be configured with the low-code, drag-and-drop Nuxeo Studio interface. Result: teams can keep using the processes that work for them, with better visibility and faster throughput than ever before.

Visibility & context

For packaging designers, it’s just as important to have the latest brand images and the latest product information. Context matters, and productivity soars when packaging teams can find contextual information from many sources in a single, easy-to-use dashboard using the Nuxeo Platform.

When different roles need different information, Nuxeo’s highly-configurable platform can give each team member exactly what they need to see, without cluttering up their space with information they don’t use. Legal review and approval can be done with low-res image previews instead of higher-resolution views, while graphic designers have access to uncompressed graphic files.

Where can Nuxeo take you?

Nuxeo makes it easier and faster to localize packaging and make multiple versions, all while maintaining a complete version history and audit trail. But the value of Nuxeo Platform goes far beyond packaging workflows — with its ability to flexibly link any information across your organization, Nuxeo is even more powerful when applied at multiple places in the product asset management.

To learn more about how Nuxeo powers a faster, smarter product asset management and gives your teams access to content in context, visit nuxeo.com/pam.