Driving Improvement in Print and Colour Quality.
Schawk is a world leader in the protection of brand equity and production of brand assets across different media types. We offer global coverage to marketers, regional connections and local insights, which is key to achieving brand consistency, accuracy and workflow efficiency.

Our deep institutional knowledge in technical imaging, printing processes, colour, workflow efficiency, inks, substrates, sustainability and nutrition label regulation makes us a trusted partner worldwide.

Ultimately, we help drive brand performance by scaling efficiencies to help improve bottom lines.
INTRODUCING ColourDrive

ColourDrive is a print quality management solution that distills the expertise of Schawk’s global print quality team.

Our team has the expertise and technology to deliver meaningful insights and improvements to your print quality performance, both locally and globally. Our solutions are tailored to meet your specific needs, ensuring that we deliver the best in print quality management.
THE ISSUE

Managing print quality is challenging due to:

- Variations in base materials and production processes across consumer touch points
- Undefined, subjective and inconsistent practices across different suppliers and different locations
- Procurement experiencing pressure within the supply chain to reduce costs or streamline their supply base
- The print result often isn’t seen until the product is in factories, often distributed across the globe, or worst is packaged and on shelf in front of the consumer

Protecting brand equity across the supply chain is a tough challenge. Brands want their consumer experience to be high quality and consistent across all consumer touch points in order to create a single, powerful and unifying experience.
THE IMPACT ON BRANDS

Packaging drives purchases more so than TV ads, online reviews and recommendations from friends.

When it comes to being satisfied with a product, the average consumer ranks the product packaging to be almost as important as the brand itself.

Source: www.brandpackaging.com

- 37%
- 27%
- 31%
- 31%

12% BRAND
10% PACK

30% increase in consumer interest when those businesses show a strong attention to packaging.

Source: https://blog.hubspot.com/marketing/product-packaging-influences-buying-decisions

Businesses have reported a

Customer loyalty can be worth 10x as much as a single purchase.


52% of online consumers say they would likely return for another purchase if they receive products in premium packaging.

Source: https://blog.hubspot.com/marketing/product-packaging-influences-buying-decisions

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About
4 KEY STEPS TO PRINT QUALITY MANAGEMENT

By offering a closed loop to print quality or a modular solution tailored to your specific needs, we can:

1. Define
2. Measure
3. Report
4. Drive
Define

Our ColourDrive team immerse themselves within your environment. Our print quality experts understand how to help develop and define your print quality tolerances and scores to ensure that the data captured drives your improvement objectives.

RESULT - We DEFINE detailed print quality specifications for your brand so that everyone understands EXACTLY what is required.
ColourDrive is an open platform and can be configured to receive data from any third-party tool. Our team will collect samples from multiple suppliers, measure using ColourDrive certified labs around the globe and score print quality using consistent, web-based colour targets and tolerances.

**RESULT** - An impartial team measure print and colour quality using an online cloud-based platform, combining data-driven analysis with visual evaluation to produce statistics on print performance.
Creating intuitive reports that provide powerful data driven learnings and insights, our dashboard communicates data simply, enabling quick identification of areas for improvement. Also viewable on any tablet or mobile device.

Scorecards collect, organise and distill your data into one simple score, representative of the brands requirements. Creating a simple view of your print quality data.

**RESULT** - Determine supply chain capability and performance of inks, printers, substrates and brands using our metric reports. Compare print quality performance based on a variety of metrics such as dE, dTVI, dOpacity, Defects, Print Quality Score enabling flexible and powerful analysis.
Automatic notifications are sent real-time to suppliers, via email, when an out of tolerance sample is measured, submitted and needs to be reviewed.

Our team of print quality specialists conduct analysis of your print quality data, identifying key areas for improvements and creating a comprehensive report with findings, improvement recommendations and actions.

**RESULT** - We conduct quality review meetings with you and your suppliers to review previous actions and set new actions based on current findings.
Benefits

INDEPENDENT MEASUREMENT
Print and colour quality is independently monitored, producing data driven reports that can be accessed online.

FLEXIBILITY TO FIT YOUR NEEDS
ColourDrive’s print technical specialists provide local expertise, wherever you are, whatever you print.

TRANSPARENT SHARING OF DATA
The open platform can receive data from any integrated tool with no licensing fees, enabling printers to measure quality in real time.

PERFORMANCE GOALS
Simplifying the collection and organisation of data enables proactive analytics and meaningful, actionable insights for improvements.

BRAND INTEGRITY
Strengthen your brand presence and perception by delivering brand consistency globally.

COMMERCIAL VIABILITY
Drive value for your brand by increasing speed to market, reducing waste, cost and delivering against original design intent.

GLOBAL CONSISTENCY
Create a single, unified experience for your consumers.

QUALITY IMPROVEMENTS
Our print technical experts advise and drive improvement initiatives for your print & colour quality.
We offer pre-defined print quality management programs or tailored solutions based on your specific requirements - we flex to your needs!

All of our print quality programs are offered in addition to or supported by our vast range of print quality products.

Secure web based colour portfolio that can be accessed by all of your chosen suppliers providing consistent colour definitions for proofing, ink formulation and quality control.

• Save colour individually or combine colours into a single output file.
• Store more than just your colour! Solids, tints, substrates, grey balance targets, overprint and more.
• Organise your colours by brand, substrate or commercial application.
• CFX and MF downloads.
2. COLOURDRIVE COLOUR QUALITY

Enjoy all functionality of our ColourDrive Colour Library and more…

- Score print samples across multiple suppliers using consistent, web based colour targets and tolerances.
- Flexible scoring enables the brand to set up multi-level tolerances for multiple attributes creating a precise score that aligns with the brands specific requirements.
- Auto-created quality records provide a detailed history of colour measurement data per sample.
- Auto-created scorecards enable access to grouped records by brand or month showing print quality performance month to month.

3. COLOURDRIVE PRINT QUALITY

Enjoy all functionality of ColourDrive Colour Quality and more…

- Measure multiple print criteria to provide a complete picture of print quality.
- Metric reports determine supply chain capability and performance.
- Monthly analysis and recommendations provided by a ColourDrive print quality specialist.
- Real time notifications to suppliers via email when a sample is out of tolerance and needs to be reviewed.
WHAT WAS THE ISSUE?
Experiencing inconsistent print quality across their brands and geographic regions.

THE BRIEF
Drive brand consistency globally and collect powerful data to enable smart decisions to be made to improve print quality.

WHAT DID THE COLOURDRIVE TEAM DO?
• Certified ColourDrive Labs, across 3 geographic regions, collected and measured print samples.
• Monitored global print performance data using ColourDrive platform.
• Drove implementation of improvement opportunities.
• Increased global brand consistency and achieved no print run rejections.
WHAT WAS THE ISSUE?
Experiencing poor print quality across their private brands and had little-to-no transparency of printers quality performance.

THE BRIEF
To drive print quality of their brands and implement a platform that will enable visibility to printer and supplier performance.

WHAT DID THE COLOURDRIVE TEAM DO?
- Carried out comprehensive discovery to identify requirements and priorities.
- Set clear print quality specifications for all suppliers and created standard operating procedures.
- A ColourDrive certified lab collected and measured samples received from various printers.
- Monitored print quality using ColourDrive platform.
- On-going data analysis and consultation to drive print quality improvements.
WHAT WAS THE ISSUE?
Experiencing poor print quality across brands, across their portfolio of print suppliers.

THE BRIEF
Obtain visibility to print performance data to drive a higher level of quality across their print suppliers.

WHAT DID THE COLOURDRIVE TEAM DO?
• ColourDrive certified lab measured and categorised samples received from various printers.
• Analysed print quality data, identified meaningful insights and created clear action plans for print suppliers.
• Trained printers to analyse their print quality data to drive continuous improvement.
• Decreased the number of severe print defects and increased the minimum quality level.
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