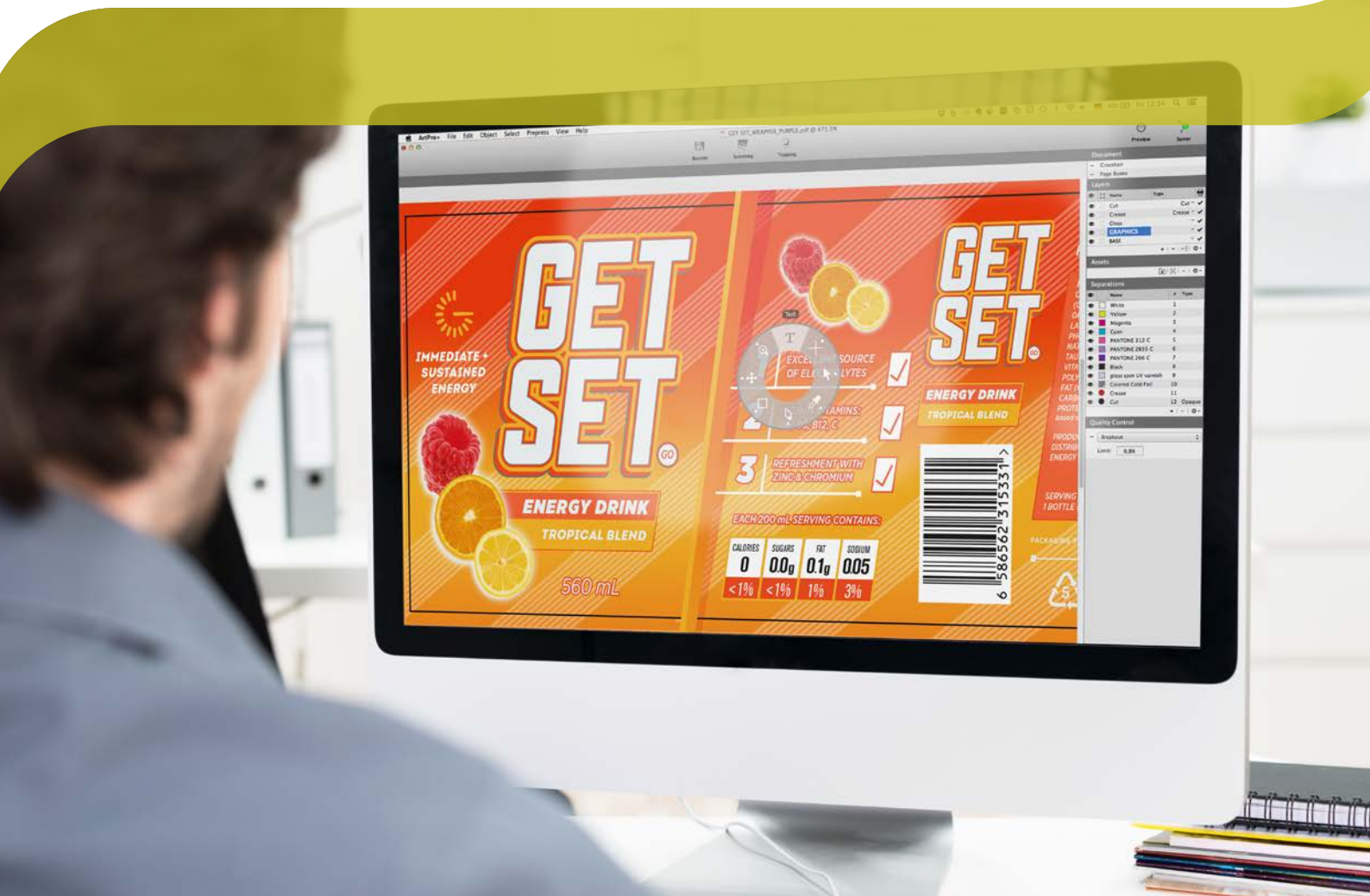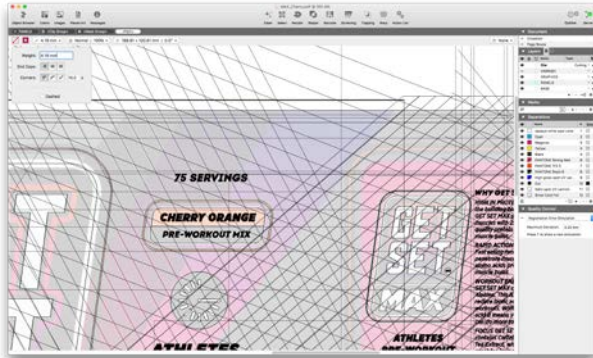# The most powerful PDF native editor for packaging prepress

ArtPro+

ArtPro+ is the most powerful PDF native editor for packaging prepress. Its solid set of editing features reduces errors when preparing packaging artwork for print production.

ESKO

Native PDF prepress editor

ArtPro+ is a native PDF editor for packaging prepress

ArtPro+ is a native PDF editor for packaging prepress. With ArtPro+ you can work directly on PDF files with a solid set of editing features that help you prepare artwork for printing production.

ArtPro+ uses 200 rules to automatically check and identify potential print quality issues and specifications violations. Without taking apart the PDF, ArtPro+ provides direct access to the right transparency and object level to safely and precisely edit only those items that require attention.

Cross file format

ArtPro+ opens any PDF, including normalized PDF files or ArtPro formatted, saving packaging specific metadata such as barcodes, trapping and screening information. Naturally, ArtPro+ complies with the latest 'PDF for packaging' standards, such as ISO 19593-1 processing steps which include finishing data in a standard way.

Blazing speed

The state-of-the-art 64-bit core in ArtPro+ reads and renders PDF content with blazing speed and uncompromising accuracy; large design files open up in seconds.

> 66 Working with native PDF means **40% faster file processing**

Smart tools to increase your productivity

Native PDF Editing

Changing clippings, masks, transparency and blend mode settings has never been easier:

- ArtPro+ offers a simplified view on and access to graphical objects and their properties.
- Effectively analyze and edit fills / strokes with the straightforward color and gradient inspectors.
- With the interactive gradient tool, you can change the position of color stops to rebuild gradients easily.
- Interactive and numeric tools make transformation of objects very easy.

Printing methods

The Printing Methods concept allows ArtPro+ users to efficiently manage the complexity of printing packaging or labels on combination presses or hybrid presses, in one single file. This approach eliminates the need for cumbersome workflows or workarounds.

Creation of white plates or special finishes

Adding new ISO 19593-1 compliant white underprints or spot varnishes is a matter of selecting design objects. ArtPro+ will extract the shapes and add them to the white plate with one click.
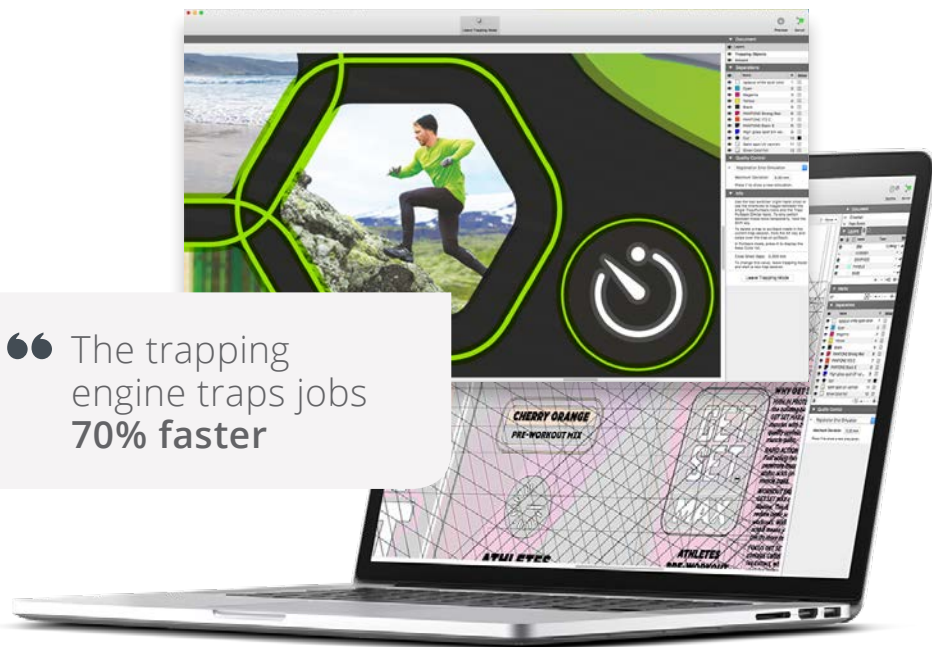
Automatic trapping

Innovative trapping algorithms in ArtPro+ Advanced fully automatically close misregister gaps in the most complex packaging designs. Individual exceptions require up to 70% less human interaction. Specific trapping instructions tagged to selected objects remain saved after design changes.

With the aesthetic trapping technology trapping even complex designs becomes a matter of minutes

" The trapping engine traps jobs **70% faster**

ArtPro+ text recognition

Automatic Font Activation in Extensis Universal Type Server
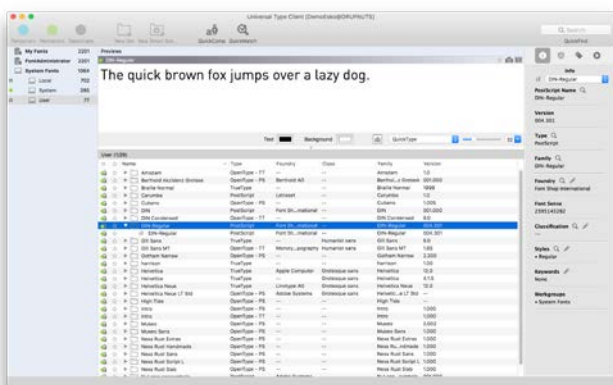
ArtPro+ text recognition

ArtPro+ recognizes text objects in PDF and recombines them into meaningful textboxes.

But, what's more, the new character and font recognition functionality turns outlined fonts into editable text. Text changes to outlined text, that ordinarily take several minutes, can be performed as efficient as working with live text.

Automatic Font Activation

The integration with Extensis Universal Type Server significantly reduces time spent on copy changes and adaptions. Necessary fonts are activated automatically, and text changes can be done with total confidence.

Revolutionary interface: one swipe, all tools

ArtPro+'s intuitive user interface makes prepress easier than ever. A tool selector wheel – working like a compass – provides instant access to the right tools.

The intuitive user interface allows operators to perform complex editing operations without the need for extensive training.

Preflight powered by Enfocus

ArtPro+ has full Enfocus PDF Preflight functionality on board. Smart View modes identify potential print quality issues before making plates. The PDF Preflight feature enables standardized quality output.
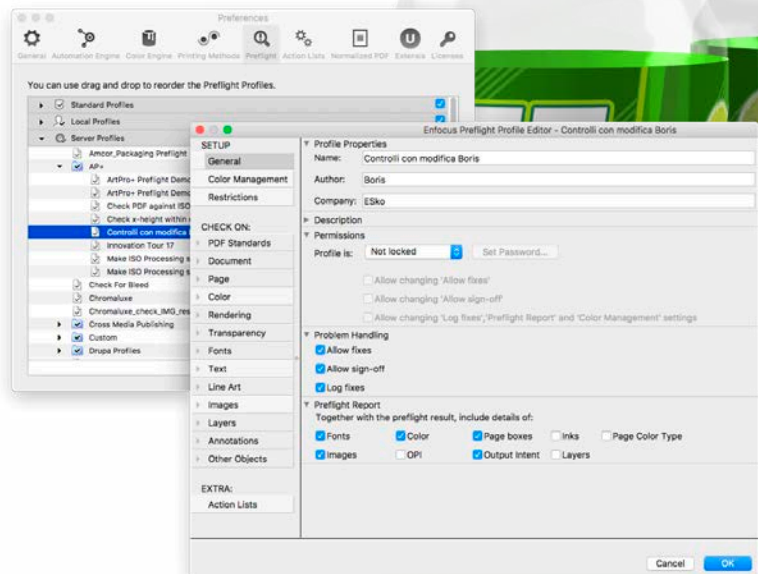
Prepress quality control tools

ArtPro+ clearly flags violations of breakout and total area coverage (TAC) limitations.

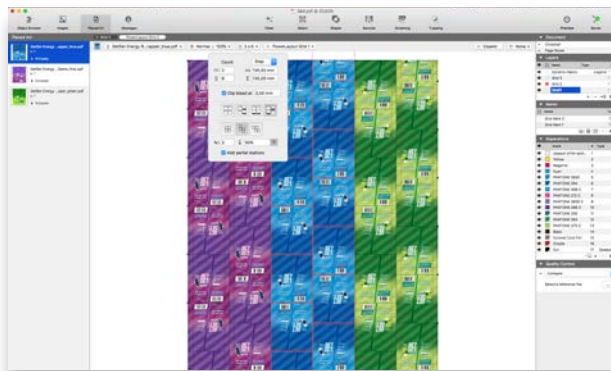The document compare tool assists you in eliminating errors and unwanted changes in the new file version.

Dedicated layers prevent conflicts between your design and technical information, avoiding for example die-lines knocking out or varnish zones with a blend mode.

Rule based moiré detection alerts the user to prevent hidden and expensive screening conflicts.

> 66 ArtPro+ preflight functionality helps **save up to 10 minutes** per job

Check your document with prepress quality control tools

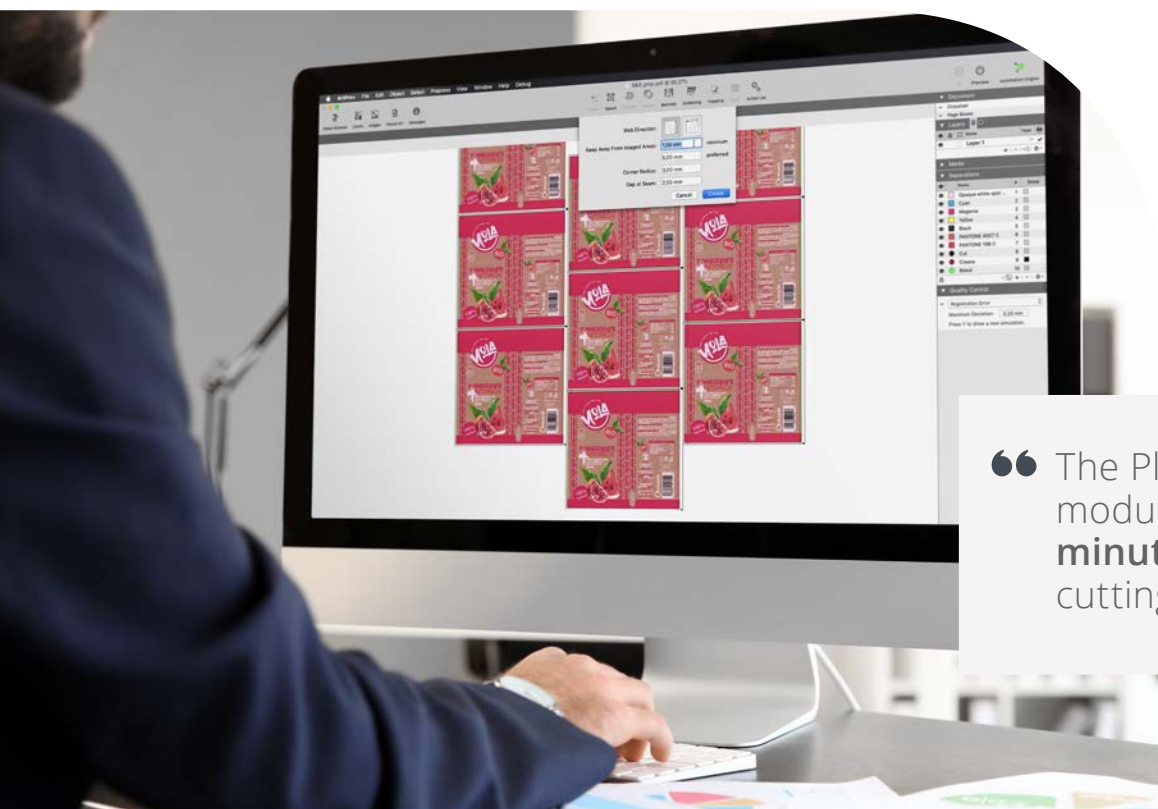*Generate step and repeat layouts from the one-up*

Web and Sheet Layout

With ArtPro+ Advanced you can create step and repeat layouts for labels, flexibles and folding carton workflows. Graphic objects can be upgraded to a 'Dynamic Mark' with smart coloring and positioning parameters so decorating sheets with printer marks is a one-click operation.

Plate cut path creation

The Plate Cut module automatically defines the best cutting path for the staggered cut of flexo plates based on the analysis of the graphic content.

Minimum safety distance protects imaged areas from unfavorable cut paths. Easily saving up to 20 minutes preparation time per job, this feature enables faster repro-to-plate.

❝ The Plate Cut module **reduces 20 minutes** on plate-cutting preparation

After color-matching graphics with the Equinox module, users can still optimize selected objects for specific printing requirements

Extensive color support

Spectral color data

ArtPro+ uses true spectral color data, which guarantees an accurate and superb color experience. ArtPro+ makes it possible to replace and convert colors.

With all the color information embedded in your PDF document, ArtPro+ scans your system for available printer ICC profiles. This enables a proper PDF exchange.

Color conversion

The Equinox module in ArtPro+ makes it possible to accurately convert both spot colors and conventional process colors to MultiColor Process Printing.

At the click of a button color-matching of images and artwork is tailored to the final printing profile. Users are still free to edit the file, or individual objects, after the color conversion.

Warping &
Pre-distortion

Non-destructive warping

ArtPro+ can warp graphics to compensate
for distortions during the packaging pro-
duction process. Any graphic in a native
PDF files can be warped using ArtPro or
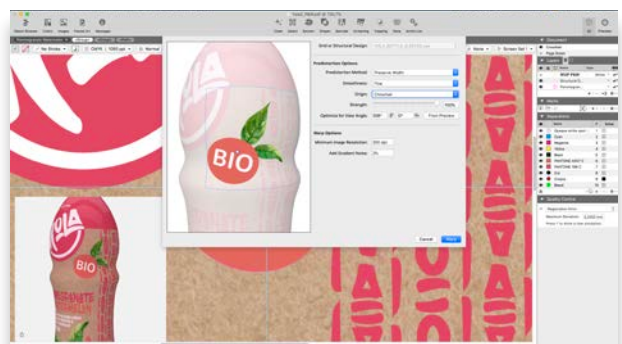PackEdge grid files (.grd, .grid)

With the new non-destructive warping
feature, the files stay fully editable. This
allows you to change the design at any
moment.

Pre-distort graphics in 3D

ArtPro+ offers a reliable and foolproof
method for shrink sleeve production and
warping on symmetrical and non-symmet-
rical 3D models.

Thanks to the Studio Toolkit for Shrink
Sleeves technology in ArtPro+, users inter-
actively pre-distort graphics in a few mouse
clicks. Artwork files remain fully editable
at all times.

What previously took hours, now only takes
minutes!

Pre-distort graphics in a few mouse clicks

Visualize packaging in 3D

ArtPro+ users benefit from the integrated Studio 3D packaging design technology.
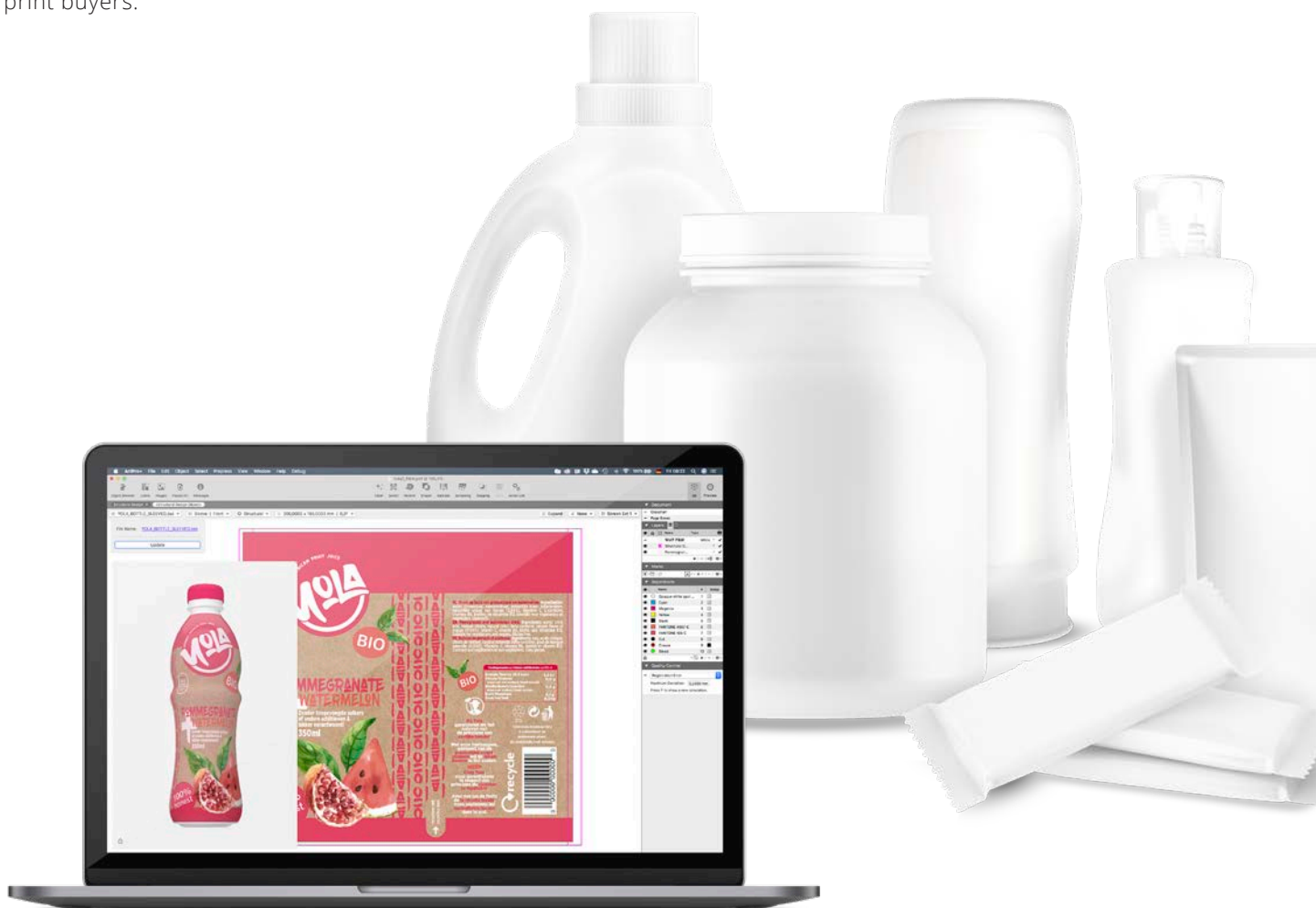
ArtPro+ renders packaging designs in 3D with Collada files imported from Studio Toolkit and native ArtiosCAD files.

While editing the two-dimensional artwork, the result is directly visible in 3D.

This powerful 3D visualization not only makes packaging prepress more intuitive, it also facilitates sharing mockups with print buyers.

66 We typically now only have a one-up file and a proof sheet in the folder, whereas previously there would be a whole raft of different versions!

ALEX M. BALLING, RESPONSIBLE FOR DIGITAL WORKFLOWS, SKANEM, DENMARK

Intuitive prepress automation

PDF Action Lists

PDF Action Lists automate repetitive prepress tasks without special programming or scripting skills. In ArtPro+ you simply drag actions into a list. You and your team can then use them directly in ArtPro+ or run the PDF action lists on Automation Engine to fully automate repeating processes.

It's the perfect way to get rid of all those tasks that take time but must be performed anyway.

Dynamic Marks

With the Dynamic Marks in ArtPro+ operators generate a wide range of dynamic print control marks, proofing marks, job legends and job reports in the most intuitive way. This concept of variable marks drives automation of sheet and web layouts.

Users add marks from a list of Standard Marks, such as gradation strips, barcode marks, bearer bars, cut marks, text marks that display separation, user, file or job information, and many more.

When grouped in a Dynamic Mark Set, all marks in the set remain dynamic. Dynamic Mark Sets can apply on a single file or a step and repeat. They link to various external files as well, reducing the number of required templates.

Produce rich job reports

Every print job needs its own report containing all the related job information to move further down the packaging production process.

Connected to an Automation Engine, ArtPro+ users can easily build flexible PDF report templates without programming.

Based on the Dynamic Marks in ArtPro+, Automation Engine merges all available job information, like the production graphics, data from the ERP system, information about the user, the workstation or the file itself.

The result is a complete and automatically generated report tailored to each print job.

1. Job order information
2. Job Preview
3. Separated preview
4. Ink information
5. Scale factor
6. Job dimensions
7. Processing step info
8. Variable file URL
9. Dynamic barcodes
10. Multipage
11. Detailed view

ArtPro+ comes in two editions

	ARTPRO + ESSENTIALS	ARTPRO + ADVANCED
Native PDF editing	✓	✓
Preflight powered by Enfocus	✓	✓
White Underprint, Rich Black	✓	✓
Interactive Trapping	✓	✓
Text Recognition	✓	✓
Automated font activation powered by Extensis	✓	✓
Dynamic Marks	✓	✓
PDF Action Lists	✓	✓
Non-destructive warp with ArtPro and PackEdge grids	✓	✓
Automatic Trapping	✗	✓
Tabular Step and Repeat	✗	✓
CAD-based sheet layout	✗	✓

Try ArtPro+ for free at **www.esko.com/artpro-plus**

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