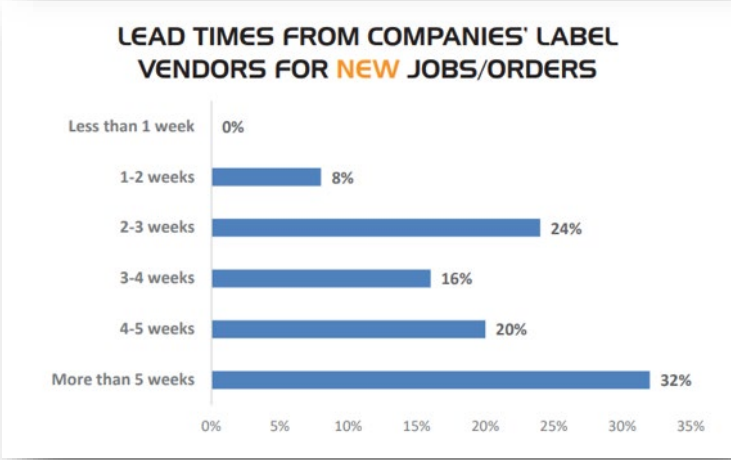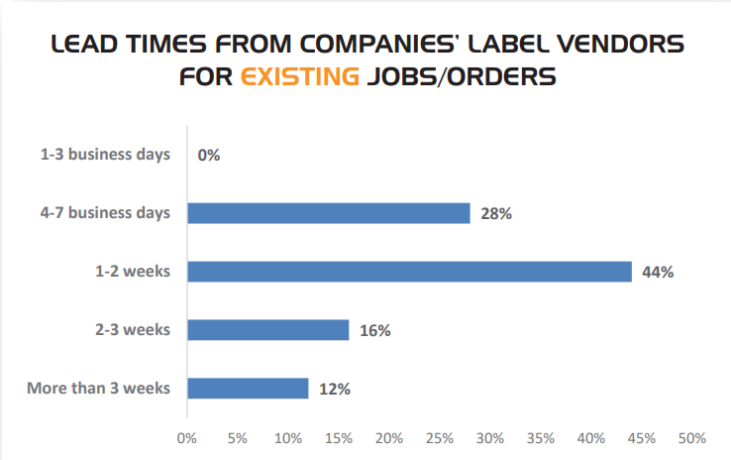# Sales Training - Color

What's New v23.07

Martin Cusack

Product Manager

ESKO

Lead time pressure

Average lead time in '22 for existing jobs = 12 days, for new jobs = 27 days

LEAD TIMES FROM COMPANIES' LABEL VENDORS FOR EXISTING JOBS/ORDERS

1-3 business days	0%
4-7 business days	28%
1-2 weeks	44%
2-3 weeks	16%
More than 3 weeks	12%

LEAD TIMES FROM COMPANIES' LABEL VENDORS FOR NEW JOBS/ORDERS

Less than 1 week	0%
1-2 weeks	8%
2-3 weeks	24%
3-4 weeks	16%
4-5 weeks	20%
More than 5 weeks	32%

ESKO

Color Equity
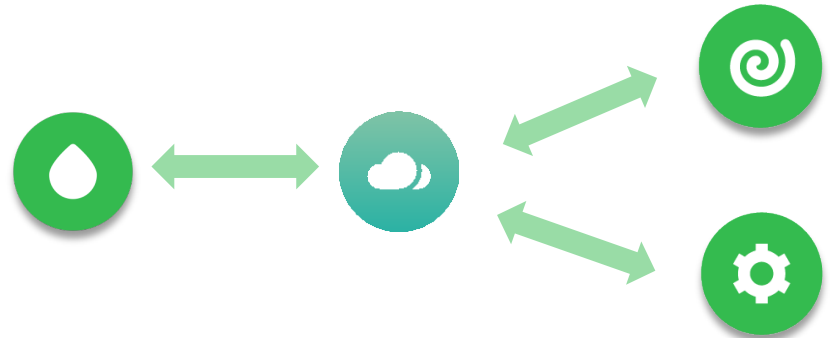
- Color accounts for **60%** of acceptance or rejection!!

- A brand owner from a large CPG said, **"Inconsistency puts doubts in the consumer's mind."** If there is an issue with the packaging, then there are immediately concerns about the product inside. There is the matter of trust and brand recognition.

ESKO

Color Assets – Esko Cloud

- ✓ **Ink Books**
- ✓ **Profiles**
- ✓ **Strategies (Proofing, Equinox, Digital)**

DGC & Curves still TBD.

ESKO

Color in WebCenter

Color, and the communication of color, is extremely important for Brands & Suppliers. The creation and sharing of Digital Color Targets for different print processes can though be difficult to manage.

With the Color Library in WCR we will ease the color communication, help ease the management but in addition also support the artwork quality with the color briefing and pre-flight options.

Benefits of Color Communication:

- Increase Artwork Brief quality

- Single source of truth for Color

- Automated Colour Pre-flighting

- Streamlined flow with Adobe Connectors = connected solution

- Less human errors and approvals cycles Process consistency
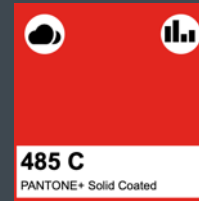
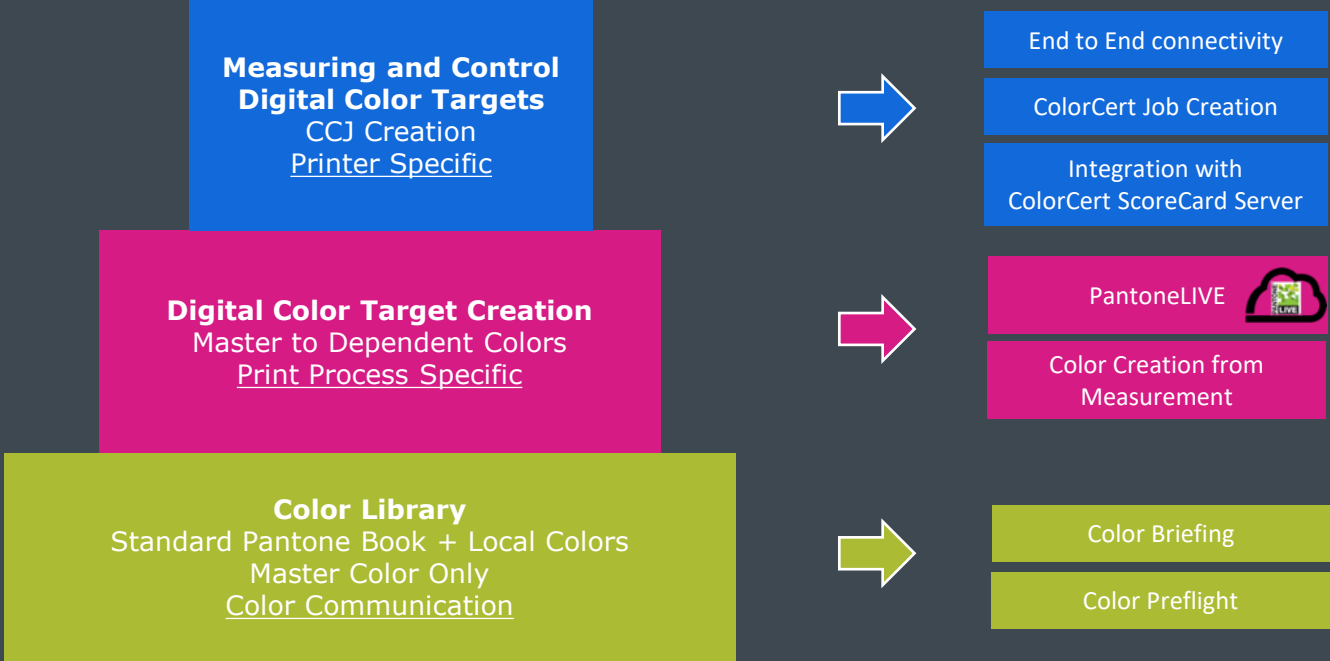**BRAND MANAGER**

Briefing

DESIGNER

Creation

PREMEDIA

Artwork

485 C
PANTONE+ Solid Coated

Color Library

Color Handling

Color Target Creation

ESKO

Maturity Levels for Color in WebCenter

Measuring and Control Digital Color Targets
CCJ Creation
Printer Specific

Digital Color Target Creation
Master to Dependent Colors
Print Process Specific

Color Library
Standard Pantone Book + Local Colors
Master Color Only
Color Communication

End to End connectivity

ColorCert Job Creation

Integration with
ColorCert ScoreCard Server

PantoneLIVE

Color Creation from
Measurement

Color Briefing

Color Preflight

ESKO

Pre-Media connection

Three points to reference

1 — <u>Centralisation:</u> How do you currently move jobs from site to site?

2 — <u>Searching:</u> How much time do you take searching for colors?

3 — <u>Consistency:</u> How do you get consistency if you have different color targets at each site?

ESKO⊛