


**4Pack Artwork+ is part of the powerful 4Pack software solution, designed to help food, beverage and CPG brands and businesses with an evolving array of SKUs to streamline and simplify how they launch, manage, and package their products.**

**Artwork management connects products with the packaging that adds value to its contents. It informs consumers what they are buying and supply chain partners what they are shipping or taking into inventory. Managing every step and stage of the design to print process requires accurate product and packaging information and excellent workflow management through every stage.**

**4Pack is uniquely configured and shaped for each customer. It is often implemented first as Artwork+ to help customers create consistency and control in every step of the packaging artwork design process and enables collaboration across teams and external studios.**

## 4Pack Artwork+ enables you to

- **Manage artwork and labeling efficiently end-to-end**, from briefing through concept development, creative design, online proofing, annotation and approval, with custom approval checklists and rigorous version control.
- **Maintain control over brand standards** with central digital asset management for brand assets, leveraging pack copy management for on pack content and cutter accuracy.
- **Report effortlessly and on demand** about artwork cycles, rejection rates, artworks on-time percentages, task/stage/project timelines and team member completion status.
- **Create a comprehensive centralised Artwork Archive and Asset Librar**y with configurable folders, tags and keywords for rapid search.
- **Collaborate and co-work with supply chain partners** providing them with secure logins to access briefs, deliver artwork/proofs and communicate with project leaders, with complete oversight and auditability of work.
- **Distribute artwork, assets and data to multi-channels** as required, directly from the centre, and ensuring full control of what goes to printing and manufacturing everywhere.

# Transforming artwork management processes

**4Pack Artwork+ can help companies at any stage of transforming their artwork management.**

Companies experiencing significant growth and expansion of SKU volumes need to move away from manual ways of working. Now they can create digital workflows to gain the control they seek as they future proof their processes. While larger enterprises seeking to increase efficiency, corporate visibility and control can effectively align artwork processes around the globe, gain significant employee efficiency savings, and gain global reporting capabilities.




# Powerful Features

**The intuitive and user-friendly interface delivers sophisticated features, completely configurable to your priority functionality, workflows, data management and system needs.**

- Integrated artwork proofing tool with comprehensive annotation and mark up tools, colour separations, densitometer and version compare.
- Automatic version control and audit.
- Checklists for complete artwork file scrutiny.
- Workflow automation including automatic task progression and RAG status.
- Digitised pack copy management to drive right first time artwork.
- High-performance search and reporting tools giving visibility at any level.
- Secure user access and visibility controls ensures confidentiality.
- Asset Library stores all related digital assets linked to artworks and SKUs.
- AI-assisted artwork checking and comparison – 4Pack is developing new capabilities to compare artwork across revision stages, check artwork against PDF and Word briefs, and validate artwork against rules configured within 4Pack.
- **Listed as a leader in Gartner Label & Artwork Management (LAM) Market Guide 2021, 2022, 2023, 2026.**

# Extensive business benefits

**Artwork+ creates a centralised foundation for artwork processes, enabling effective control, consistency and compliance, and boosting efficiency, collaboration and visibility.**

- Reduced frustration, time and cost of conflicting and repeated work.
- Faster search and location of key artwork assets and information boosts efficiency.
- Integrated KPI reporting that enables continuous improvement initiatives.
- Assured compliance with product safety, labelling and other regulations. Complete audit trail for documents, information and approvals underpins reporting.
- Eliminates risky use of email and local files, and reduces proliferation of spreadsheets and Office documents.
- Infinitely scalable for growing brands to global operations, enabling collaboration for teams, clients and supply chain partners.
- More efficient artwork review through AI-assisted comparison and checking, helping teams identify differences and potential inconsistencies during the artwork approval process.




# Implementing Artwork+

- **Implementation:** Artwork+ is configured and shaped for your priority needs by a highly experienced consulting and product team with expert software engineers.
- **Customer support:** We stay engaged far beyond technical implementation to help you manage change, engage and train users and optimise system use over time.
- **Pricing:** Pricing is transparent, easy to understand, and simple to scale with a one-off setup fee and universal user SaaS licensing.
- **Technical support:** Included as standard – without hidden costs or surprises.

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Book a call

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