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DALIM SOFTWARE demonstrates how DALIM ES can empower brand packaging at ALL4PACK 2018.

Complete system with digital asset management and an automated brand workflow features dynamic text check in/out and Key Performance Indicators to optimize production

With greater market segmentation and personalization, the number of products and labels is growing. Finding ways to optimize time to market is a critical component that directly affects revenue. The challenge is how to produce more SKUs under a faster life cycle with all the regulatory compliance requirements and conventional and digital printing processes. DALIM SOFTWARE (www.dalim.com) will show how its solutions can easily empower brand packaging—along with all marketing materials—on **stand 6 K 151** during ALL4PACK Paris from 26 to 29 November.

Optimizing packaging and label production with DALIM ES
DALIM ES features a digital asset management system and automated brand packaging workflow combined with the business processes of the brand product packaging life cycle. From online approval to Web-based production, it serves all supply chain participants, including brand owners, agencies, pre-media, printers and multichannel service providers.

It is also important to manage both packaging and marketing promotion files together. DALIM ES offers easy collaboration and annotation along with digital asset management (DAM**).** Users can organize and publish to all channels a complete packaging and brand marketing platform. All activities—in-house or externally—are coordinated from design to final print, including regulatory compliance, localization and versioning to ensure efficiency.

With the DAM capabilities of DALIM ES, companies can store all assets used in their projects, along with metadata. It allows for easy repurposing for new projects—or, it can make it easy to search for an asset with a specific dieline. It is particularly helpful for repurposing artwork for e-Commerce and cross-media applications.

DALIM ES has received 10 Core Certification, widely recognized as elite status, denoting that a system satisfies the minimum ten characteristic requirements of a successful DAM system. "We are also proud that DALIM ES is one of the first DAM applications to ever appear, within its first year of review, in the **Real Story Group's Digital Workplace & Marketing Technology vendor map**," notes Frédéric Sanuy, DALIM SOFTWARE Head of International Marketing. "It is also noted as one of its DAM Landscape 'right shortlist' applications and is listed in **ChiefMartec.com's 'Martech 5000'**."

Automate InDesign packaging files from ES
One of the greatest challenges to packaging is changes to text, which may change many times before printed. When designers are required to manually enter data onto the page, it significantly increases production time and it is difficult to ensure that no errors have occurred. A study conducted by a global CPG company revealed that 58% of packaging errors can be assigned to packaging content. Secure and efficient text management is a very sensitive key point for brand owners.

The 65bit EasyCatalog plug-in allows DALIM ES users to manage content and design by editing and maintaining text from outside Adobe® InDesign®, directly linking to a text object. With a user-friendly check in/check-out feature, operators can quickly and easily integrate approved assets into new projects. It dramatically accelerates page make-up time and ensures packaging remains error free. Within Adobe® InDesign®, users can benefit from conditional text, threads, paragraph backgrounds and a variety of styles—much more than from Adobe® Illustrator®, and with greater performance and ROI.

Last-minute corrections are no longer a nightmare and designers can allocate more time for creativity.

Streamlining Adobe® CC packaging workflows with DALIM ES CC plugins
Thanks to DALIM SOFTWARE's partnership with Silicon Publishing, ES Connector for Adobe Creative Cloud is a powerful extension to Adobe® technology that enables direct linking from Adobe® InDesign®, Photoshop®, and Illustrator® to DALIM ES 5.5. Rather than creating copies of assets, ES Connector allows ES 5.5 to serve as the sole system of record. For Adobe® InDesign®, ES Connector offers unique low-level linking to multiple assets in the DAM. When an asset changes, the user is alerted and the asset is automatically updated to the most recent version. With Photoshop® and Illustrator®, single assets can be checked out, updated, and returned to ES.

Measure a project's performance
DALIM ES is an exceptional tool to simplify complex data preparation and analysis alongside a business packaging workflow. To identify bottlenecks, in DALIM ES users can create **Key Performance Indicators** (KPIs). Managers can track performance by the number of projects (for example, broken down by region, department, or time period). They can also analyze the number, average, minimum and maximum approval cycles—as well as activity workload. They can investigate how rejections occurred. This enables brands to plan and track their time to market and launch new products while they can still influence the market.

In addition, DALIM ES offers fast and easy-to-use soft proofing**. DALIM DIALOGUE Engine** soft proofing helps to streamline approval cycles and meet deadlines quicker. DALIM DIALOGUE is an easy solution to check content, with bar code detection and capabilities to inspect each color channel.

DALIM ES also lets users share 3D files and view, annotate, and visually compare differences between two 3D models in files such as samples of labels on cans or bottles. This helps packaging departments inspect boxes and other packages prior to print. It also helps to repurpose computer generated images—for instance, marketing communication projects for new products even before the first prototype is produced.

"We all know that packaging on the shelf influences buying behavior. As more and more consumers embrace online shopping, packaging will also play a pivotal role in brands' and consumers' e-commerce experiences. It requires a solution that can operate easily within any marketing channel," comments Isabelle Billery-Rayel, DALIM SOFTWARE Business Development Director. "We look forward to showing France's packaging community how DALIM ES can tie brand packaging, asset management, marketing promotion and collaboration/business processes into one very viable workflow for packaging as well as complete marketing campaigns."

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About DALIM SOFTWARE
DALIM SOFTWARE GmbH, headquartered in Kehl, Germany, offers highly efficient, scalable software solutions for the creation, production and management of cross-media content, focusing on globally operating companies in the media and communication industry.

Since 1985, the world's most prominent publishers, publication printers, agencies and brand owners can be found among the company's customers, as well as a variety of quality- and service-oriented premedia companies and printers of all sizes. They all utilize DALIM SOFTWARE innovative technologies to the fullest extent.

DALIM SOFTWARE produces the exceptionally productive, modular software engines TWIST, DIALOGUE Engine and ES, which offer specialized collaborative solutions for media content. Its fully customizable interfaces allow users to integrate into customer facing applications and seamlessly connect to business processes.

Contacts:

DALIM SOFTWARE Corporate:
Frédéric Sanuy, Head of International Marketing, DALIM SOFTWARE GmbH
Tel.: +33 63 14 49 460   E-mail: frederic.sanuy@dalim.com

Isabelle Billerey-Rayel, Business Development Director in Europe, DALIM SOFTWARE GmbH
Tel.: +33 66 11 09 613   E-mail: isabelle.billerey@dalim.com

Press:
Irvin Press, Press+. Tel: +1 508-384-0608. Email: irv@press-plus.com