# Collaborative Packaging Artwork
## Improving design time, quality and efficiency

## Objective of the Collaborative Packaging Artwork Solution is to define a standard process for managing packaging artwork content and a standard message flow whereby artwork content in this standard format is communicated between Brands and Artwork Studios.

Manufacturers and Artwork/Print Vendors have a need to exchange information relevant to a product's packaging. During development information is passed back and forth between the various parties, as it is edited and refined. Once the final version is approved then the print vendors begin production.

Through standards, there is an opportunity to reduce the time and cost of this process while increasing accuracy.

## What is Packaging Artwork?

Packaging Artwork is the key consumer communication, critical as 70% of purchase decisions are now made at the shelf. Information on the packaging includes graphics, logos, barcodes and textual information.

## Why is there a need for standards?

- Information must be passed frequently between points and may even have to travel in different formats depending on the content recipient.

- There is the potential for errors in how the information appears or is rendered and there is often constant rework of the format.

- Each manufacturer follows different approaches, usually based on region and brand, to communicate with their vendors.

- The process creates a very complex environment, increasing time to market and costs, while simultaneously reducing quality.

## Components of the Collaborative Packaging Artwork solution:

**Standards:**

BMS Artwork Content and Response
The Business Message Standard document (BMS) defines a standard XML-based format for Packaging Artwork content and a standard message flow whereby Packaging Artwork content is communicated.

SSD Artwork Content Validation Rules
This document defines Validation Rules related to the two messages that are defined in Business Message Standard (BMS) 'Artwork Content and Response'. Those rules need to be enforced on top of the XML schema structures as defined in the BMS.

**Documentation:**
Functional User Guide: www.gs1.org/docs/ecom/xml/3_0/user_guide/index.html

Global Data Dictionary: code lists and data elements www.gdd.gs1.org

## About GS1 eCom

GS1 eCom stands for electronic communication using standard business messaging. GS1 eCom is the GS1 term for Electronic Data Interchange (EDI): the interchange of structured data according to agreed message standards, by electronic means.

The GS1 standards provide the common language used in eCom:
* Structured data (e.g. identification keys)
* Message standards (GS1 EANCOM®, GS1 XML)
* Technical guidelines facilitating eCom implementation

More information on eCom: www.gs1.org/ecom

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