

Facing the challenges of labelling changes from phosphates in detergents ban

Submitted by: Butterfield Marketing

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Household laundry detergent manufacturers now have just over 12 months to remove phosphates from their products as the EU ban is due to come into effect on 1 January 2013. As well as all the work required for reformulation, there is also the task of updating all the packaging content. Brand owners will be required to react quickly to ensure the new products reach the market within the required timeframe and with accurate and fully compliant messaging. For businesses with out-dated manual paper or email based artwork creation and sign-off processes, even making small changes can be a lengthy and expensive exercise.

Generating artwork automatically

However, companies using Kallik's AMS360 Automated Artwork Management Solution can make changes across all types of labelling and marketing collateral in a matter of seconds. Kallik's end-to-end enterprise solution is designed to manage the entire labelling and packaging artwork process. AMS360 easily integrates with existing systems and allows users to initiate new projects, capture data, create artwork and approve print-ready files while keeping a fully auditable archive history.

The starting point is a web-based Asset Repository that enables business divisions to share branded assets across their organisation, which are then used to automatically generate artwork for labels, packaging and point of sale materials – in seconds. These assets include product descriptions as well as regulatory information, ingredients, etc. The powerful 'where used' function can easily identify where a specific phrase or image has been used, so if it needs to be changed, this can be implemented very quickly and efficiently.

A single source of truth

"We believe in having content that is a 'single source of truth,' says Kallik CEO Neil Gleghorn.

"The original content can then be propagated to whatever communication channel you need and in whatever region or language it is required. The agility this offers when replacing a text phrase or image is where the real power lies. By changing the content or image just once, you can populate all types of collateral almost at the touch of a button."

Compliance

Kallik's AMS360 solution automatically creates a full archive and audit trail of the entire artwork management process, so that compliance can be proved.

For more information on how to manage changing labelling requirements efficiently, contact Kallik on + 44 (0) 1827 318 100, sales@kallik.com or visit www.kallik.com

About Kallik

Kallik is a software technology company that specialises in developing labelling and packaging artwork solutions. These enable businesses to generate accurate print-ready artwork automatically from a database of approved content. Clients range from SMEs to global corporations in the pharmaceutical, life science, cosmetic and chemical sectors.

Kallik has over 25 years of experience and success in the field of packaging and software development and is located in Tamworth, in the UK.

