



THE GREY ELEPHANT



EVERYTHING TO  
KNOW ABOUT  
BRAIN4TOOLS

BRAIN **4** Tools

## Background and overview

When you find yourself stopping the press to change plates for short print runs more frequently, then you know the material and labor costs are cutting into your profits.

What if we told you we've come up with a new way to print more labels and packaging more profitably.

Our system bolts onto your Esko Automation Engine and connects your ERP and Graphics Systems to close the gap between pre-press, press, plate-making, tools and dies, and archiving - for an easy exchange of real-time information which drives down labor costs and increases profits. We care about the ecological effects printing materials have on the environment and we promote and make it easy for our customers to re-use, rather than re-create, printing tools wherever possible.

## Who it helps

- Every label and packaging printer
- Printers with prepress/graphics system department
- Printers without prepress/graphics system department
- Printers with prepress/graphics and ERP systems integration
- Printers without a prepress/graphics and ERP system integration
- Printers without an ERP!

*"If you print labels and/or packaging, have at least three in-house flexo presses, an internal graphics department, and are actively using Esko's Automation Engine, then we can help you ..."*

## Benefits

Save money and protect our environment:

- Maximize the use of existing print tools
- Avoid unnecessary and costly duplications of print tools
- Reduce costly errors
- Streamline the plate management process
- Cut unnecessary costs and optimize plate usage
- Reduce waste
- Save money

## How BRAIN 4Tools work

Brain4Tools helps label and packaging printers reduce \*materials and optimize labor costs to increase efficiencies. It automates the printing tools process and streamlines your entire print operations.

This enables the automatic comparison of art files for commonalities, and automatically sequences the day's print jobs based on their complexity and plates already on the press - eliminating unnecessary change-overs and reducing press refitting times.

\*Materials, substrates, paper, inks, etc.

## Problems and solutions

**1. Problem: I have thousands of printing tools!!**

1. How do I find them when I need them without spending hours searching?

**Solution:**

1. We simply convert your graphic file into a single separation pdf and search through our database
2. We quickly find the commonalities and also flag plates that are usable with minimal manipulations, not always seen by the naked eye

**2. Problem: I have hundreds of artwork files!!**

1. How do I find commonalities in artwork files when too many files arrive at the same and we don't have enough people or hours to check them?
2. How can I reduce the number of plates I have to manufacture, and easily recognize files that can be modified just slightly to make an existing plate work?
3. How can I reduce the manual and labor-intensive process of comparing files?

**Solution:**

1. We simply convert your graphic file into a single separation pdf and search through our database
2. We quickly find the commonalities and also flag plates that are usable with minimal manipulations, not always seen by the naked eye

**3. Problem: I need to be able to run shorter jobs more often without increasing materials and labor!!**

1. I need to meet the demand of customers and their quick turnaround times - they want it sooner
2. Before we did ten jobs in five days, now we are doing ten jobs in one day

**Solution:**

1. We can help you print more efficiently and enable you to run shorter jobs more often
2. This manages your materials and labor costs for these shorter runs
3. A more efficient process will minimize the impact on profits, make the entire process less painful, and improve customer satisfaction

**4. Problem: I need customers to understand the value I bring to their business!!**

**Solution:**

1. Investing in technology and automation provides better customer service, offers a better end result, and gives you more of a competitive advantage.
2. Re-using existing plates means less cost for the customer (and you) - You can pass these savings to your customer or add them to your bottom line.

**5. Problem: I can't find skilled workers, and when I do, I don't want them wasting their time on repetitive tasks!!**

1. I need a simple, streamlined and fool-proof approach to printing, like the one McDonalds has for hamburgers
2. I want to empower my skilled workers to do the job they are meant to do
3. I need to offer my customers a vendor managed inventory solution that incorporates JIT printing that is still going to be profitable for us
4. I need to optimize my production runs and change-over speeds (refitting time) to squeeze out as much margin as I can

**Solution:**

1. Automation enables a productive and mixed workforce of skilled and unskilled labor to complete the projects on time and within budget.
2. Skilled workers get to focus on their craft, while unskilled workers can be easily trained on the systems. Automation does the rest, like:
  1. Comparing hundreds of art files for commonality
  2. Sequencing print jobs for the day based on complexity and plates already on the press
  3. Providing a unique identifier for each tool that enables the press operator to verify each plate name with a quick scan of the barcode, no more wasting time opening each plate and reading it before putting it on the press.

**The result:**

1. Reduced press refitting and make-ready time
2. The press does not sit idle and there's no need to constantly switch out partially-run jobs to keep the press running

**6. Problem: Our employees are leaving!!**

1. Our most loyal staff are retiring, others are taking another role in the company, or even leaving to start a new venture; they are taking information with them that has been locked in their brain, sometimes for many years
2. We need a system that can access this information and not lose it when people leave

**Solution:**

1. Automation and digitization
2. The employees knowledge goes into the system and does not leave with the employee
3. This way the information can be accessed anytime and by everyone

## Integration into 3rd party systems

Brain4Tools requires a graphics/prepress workflow system (like Esko Automation Engine.)

## Onsite implemen- tation time

This depends on the amount of different printing methods. In average it takes us 10 days for a base integration and some additional days per printing method