

# Kodak

## Design2Launch Solutions

### Content Certification Module

For many companies, far greater attention is paid to what goes inside the package than the package itself. This is natural, as executive attention and mindshare is focused on the products that consumers purchase and use.

However, the result is that copy management processes tend to be less tightly controlled than product development processes. This challenge grows with the size and complexity of the organization, especially if it operates globally.

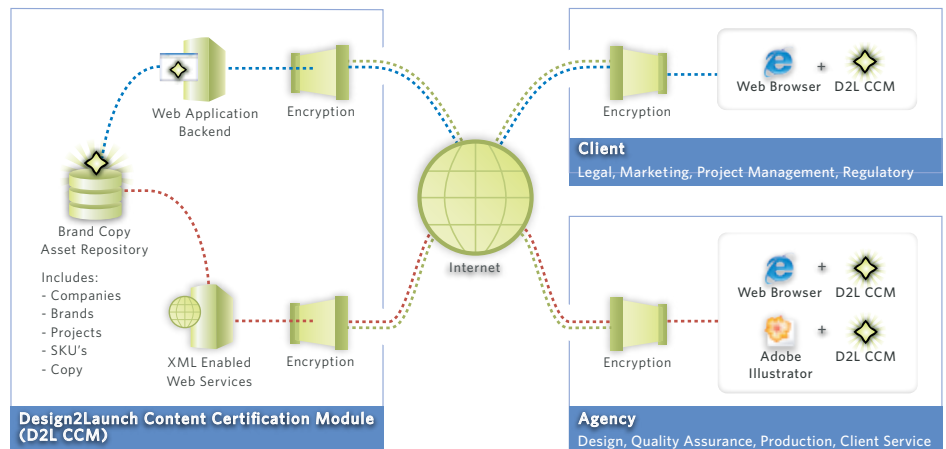
With regulatory compliance such a critical issue in today's world, more effective processes need to be in place.

### Minimize errors and rework

To address this need, Kodak offers the Content Certification Module within **Kodak Design2Launch Solutions**. This revolutionary copy management system dramatically reduces rework and errors, accelerates time to market and helps reduce costs.

In a typical process, copy is managed in files like **Microsoft Word** documents, **Excel** spreadsheets and PDF files, which are easily handled by all involved in the review process, but are ill-adapted to the final steps in artwork design. Kodak's new Content Certification Module is specifically designed to manage copy elements, helping ensure copy accuracy and providing central access to all stakeholders on a global basis. The Content Certification Module automates tasks and speeds the process, while eliminating many error-prone activities.

Mistakes in package labeling can be catastrophic. Industry experts estimate that 68% of recalls are due to incorrect or mislabeled packaging rather than the product itself; 40% of missed product launch dates can be attributed to package readiness.



# Content Certification Module for Kodak Design2Launch Solutions

## Key Features

- Central repository of reusable brand copy accessible remotely and in real time
- Automated art/copy repository synchronization
- Automated quality control
- Automatic tracking of copy usage
- Smart generation of translation placeholders to speed design
- Enables in-art piece identification of copy by type and by language
- Enables on-screen quality assurance (vs. printing of art piece)
- Automatic generation of copy sheets
- Seamlessly integrated with the designers' existing software tool
- Manages multilingual copy
- Unicode support (Chinese, Arabic, Hebrew, and more)
- Provides data security through logins and encryption
- Provides a taxonomy to represent and store copy
- Open architecture

## Managing Brand Copy

	Flavor 1	Flavor 2	Flavor 3
Small			
Medium			
Large			

Product Line

NET WEIGHT

Size-specific copy will appear only on packages of a particular size, and will be managed across all these labels.

LANGUAGE

The Content Certification Module provides multilingual support by consolidating translations in one place, accessible to all stakeholders. Designers can use the appropriate translation when creating artwork, and the need to translate the same copy into the same language more than once is eliminated, helping save time and money and reducing the potential for errors.

FLAVOR

To change a flavor name from "Strawberry" to "Wild Strawberry," the user would update one piece of copy in the Brand Copy Repository. This one simple change would automatically take effect in all artwork files for labels of this flavor.

### To learn more about marketing workflow automation solutions from Kodak:

Visit [automation.kodak.com](http://automation.kodak.com)

Produced using **Kodak** Technology.

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U.USR.177.0309.en.01 (K-177)

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