



GAA Premedia Conference

Bruce Rosenstein

Sr. Packaging Quality Manager

Kraft Packaging Design & Innovation

Bruce Rosenstein

- **Bruce Rosenstein- Biography**
- More than 30 years experience in the prepress/printing and packaging industry, and most recently with Kraft Foods/Nabisco for a total of 13 years, where currently serves as Senior Packaging Quality Manager responsible for all packaging graphics from design through printing for all Kraft- Nabisco Cookies/Crackers and Salted Snacks.
- Prior to rejoining Kraft, helped to develop the packaging prepress divisions at Graphic Arts Services and Seven Worldwide in Atlanta, Ga.,.
- For the past 20 years, has developed extensive expertise in prepress and packaging converting, working on both the client and supplier sides of the business, with tenures at RJR Nabisco, Phillip Morris, Mead Packaging and Seven Worldwide.
- Started in the printing industry by working in the family printing business as a part time employee working in prepress and printing departments starting at an early age and then started career in gravure in 1979 by working on the publication side of the business as Quality Control/Scheduling Manager for Parade Magazine.
- B.S. degree in Printing Management and Technology from Rochester Institute of Technology and also certified as a Master Printer from Printing Industries of Metropolitan New York.

Our Logos and Images are Icons produced and recognized globally





Controlling Assets for Consistency

- Protecting Brand Equity
 - Our packaging logos and images are our assets and are global Icons
- Sales Samples
 - Packaging is used as sales tools in themselves.
- Complex Packaging Graphics
 - Most of our packages require more than standard four color process and are printed on a wide variety of substrates which require consistency worldwide.
- Strict QC Parameters
 - To ensure an Oreo looks like an Oreo, we strive to maintain tight controls over our brand assets.



Controlling Assets for Consistency

Kraft utilizes more than 50 printers in the US alone, so having a standard target is critical.

- 1 consistent workflow & standard process
 - From digital image capture through pre-press materials, one consistent workflow in handling color
 - Color targets are initially handled through one standard process even though photography/images may be supplied by a number of different sources
 - Image benchmarks are established to ensure consistency to address the different monitors and output devices used by a variety of Packaging Design Firms & Photo Studios



Controlling Assets for Consistency

- 1 consistent workflow & standard process
 - All images are submitted to 1 location for conversions from RGB to CMYK
 - Standard curves applied and a standard output is submitted and reviewed to establish an acceptable target.
 - Once approved targets are established, Kraft's prepress supplier adjusts for the printing process & specific print converter press requirements.



Controlling Assets for Consistency

- 1 consistent workflow & standard process
 - All prepress operations, up to final press materials, are done by a single vendor, using consistent workflow across all sites that do work for Kraft.
 - If Kraft's prepress company is not supplying final materials such as cylinders or plates, **ONLY LOCKED FILES ARE RELEASED** to the printer.
- An Oreo image and logo may appear on a folding carton, flexible package or promotional display.



Controlling Assets for Consistency

- Additional Factors that Impact Consistency
 - Partnering with our vendors help to ensure the best possible results
 - All print vendor process inks are certified by one Kraft location to be within acceptable parameters. (not all process inks are the same)
 - Kraft's Prepress supplier fingerprints all presses that our packaging prints on in North America.
 - In the case of global printers, we request printer curves in order to build into files.



Controlling Assets for Consistency

From inks to press curves / fingerprints, standardization, control and consistency of process helps Kraft achieve the best results.



Global Project Example

- Chocostix- New Product Launch 2005



Global Packaging Example

- Chocostix- New Product Launch 2005





Global Project Example

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- Three new products being produced in Lithuania, Poland, Mexico for sale in the U.S.



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- Packaging printed in Poland, Turkey, Mexico and Canada for identical packaging graphics.



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- Three new products being produced in Lithuania, Poland, Mexico for sale in the U.S.
- Packaging printed in Poland, Turkey, Mexico and Canada for identical packaging graphics.
- Identical Color targets/ locked files were supplied to all printers.