



# New Artflow release

Artflow 25.03

→ Vanessa Schneider / Ben Dekeyser

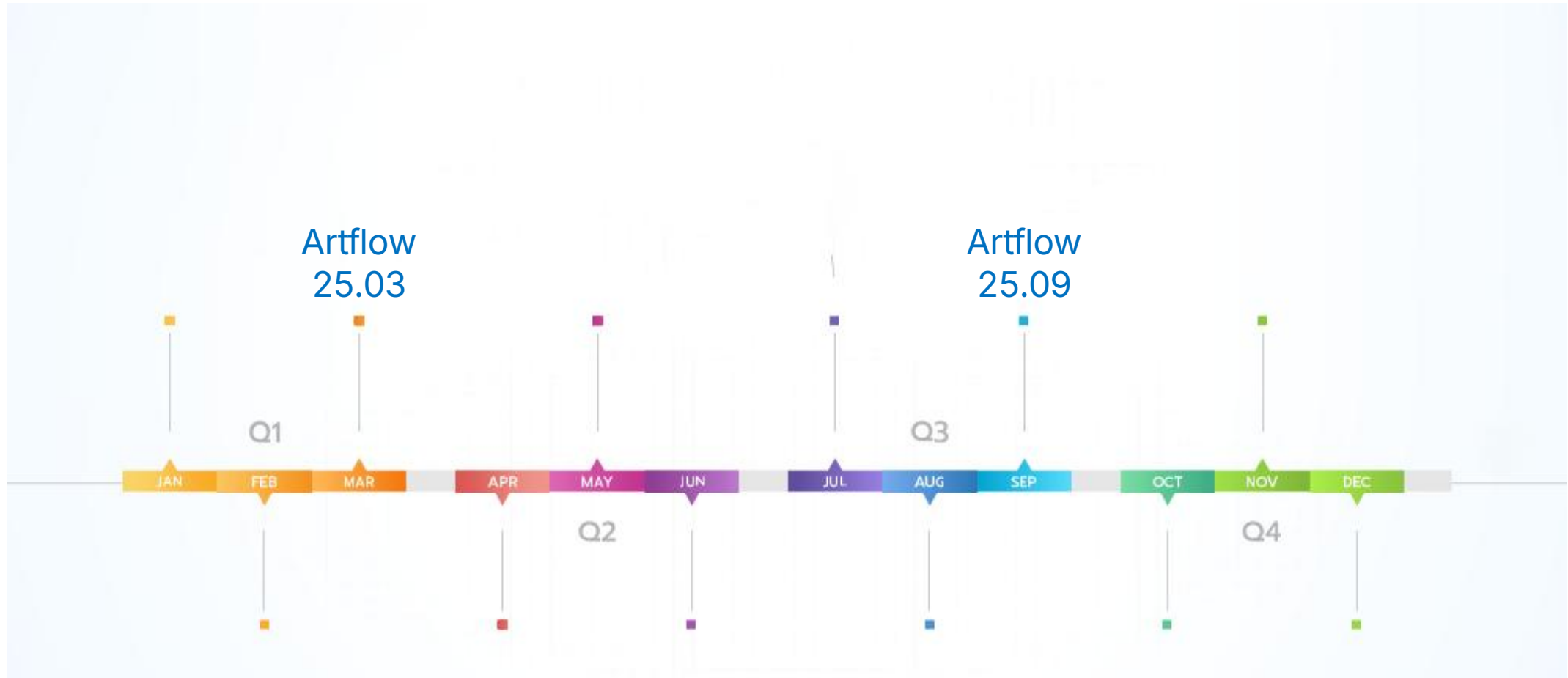
# Content



- Copy Management Module
- Proofscape updates
- Asset Library updates
- Other improvements



# Two major releases per year



# Copy Management

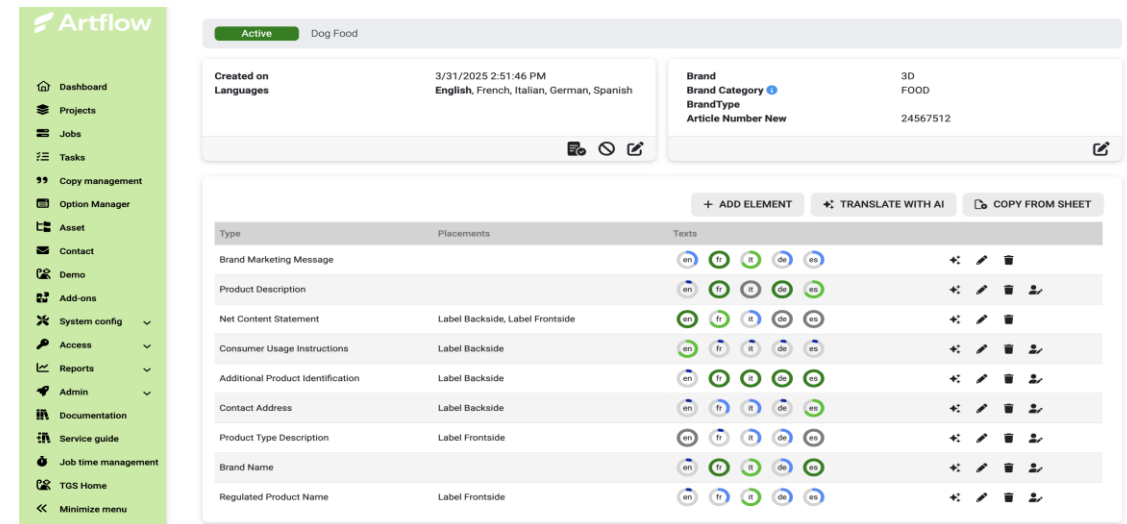
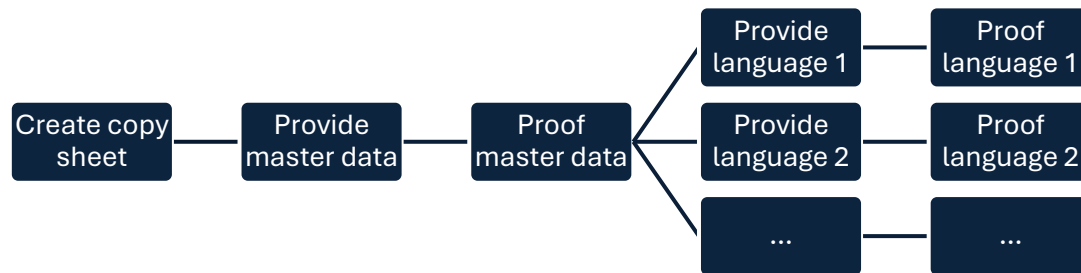
New module, new option



# Copy Management

Enhances the process of collecting, validating, and translating copy

- Copy Management is an innovative, optional module within Artflow.
- This module supports marketing or legal text, claims, ingredients and any other copy utilized in artwork.
- It includes automated translation powered by AI.



# Copy Management

## Streamlined copy management offers several advantages

### Structured Copy Process:

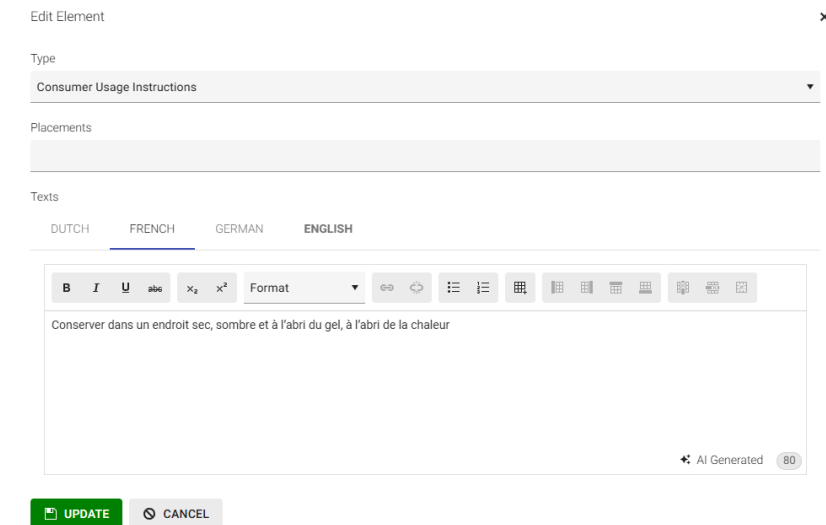
- Collect and review artwork copy in a structured manner (editors and validators), ensuring consistency and accuracy.

### Efficiency and Time Savings:

- Automate the translation of artwork copy for multi-language products or labels.
- Validated copy reduces the number of loops during the artwork phase.
- Speed up approvals and eliminate revision bottlenecks, making clear decisions faster.

### Reuse and Version Control:

- Simplify the reuse of copy text across different artworks.
- Reducing errors by eliminating copy/paste



The screenshot shows a software interface for editing copy text. At the top, there is a title bar "Edit Element" with a close button "x". Below it, a "Type" dropdown menu is set to "Consumer Usage Instructions". Underneath, there is a "Placements" section with a greyed-out area. The "Texts" section is active, showing a language selector with "DUTCH", "FRENCH" (selected), "GERMAN", and "ENGLISH". Below the language selector is a rich text editor toolbar with icons for bold (B), italic (I), underline (U), text color (abc), background color (x₂), and text color (x²), along with a "Format" dropdown and other icons. The text area contains the French text: "Conserver dans un endroit sec, sombre et à l'abri du gel, à l'abri de la chaleur". At the bottom right of the text area, there is a small icon and the text "AI Generated" next to a character count "80". At the very bottom, there are two buttons: a green "UPDATE" button and a grey "CANCEL" button.

# Copy Management

Enhances the productivity of the copy coordinators.

- All copy data consolidated into a single copy sheet.
- Provides a clear summary of the status for each copy component: Gather > Validate > Approve
- Assign an Editor and a Validator for each language of the text.
- Copy elements adhere to GS1 naming conventions (*Attribute Definition for Business*), making it easier to export data to various applications.

The screenshot shows the Artflow Copy Management interface. On the left is a green sidebar with navigation options: Dashboard, Projects, Jobs, Tasks, Copy management, Option Manager, Asset, Contact, Demo, Add-ons, System config, Access, Reports, and Admin. The main content area is titled 'Active Dog Food' and displays a summary of copy elements. It includes a 'Created on' field (3/31/2025 2:51:46 PM) and 'Brand Languages' (English, French, Italian, German, Spanish). Below this is a table of copy elements with columns for Type, Placements, and Texts. The table lists: Brand Marketing Message, Product Description, Net Content Statement, Consumer Usage Instructions, and Additional Product Identification. Each row has status indicators for different languages (en, fr, it, de, es) and action icons (edit, delete, translate).

The screenshot shows the 'Edit Element' interface. At the top, it says 'Edit Element' with a close button. Below is a 'Type' dropdown menu set to 'Size Description'. Under 'Placements', there is a 'Foldingbox' dropdown. The 'Texts' section has tabs for ENGLISH, FRENCH, ITALIAN, GERMAN, and SPANISH. The FRENCH tab is active, showing a text editor with the content 'Taille : 30 g'. Above the editor is a rich text toolbar with options for bold, italic, underline, text color, background color, and various alignment and list options. Below the editor, there are fields for 'Editor' (Vanessa Schneider Hybrid), 'Validator' (testing User), and 'Status' (Gathering). At the bottom, there are 'UPDATE' and 'CANCEL' buttons.

# Copy Management

## Automated translation

- The approved master text can be automatically translated into all languages specified on the copy sheet.
- AI technology drives the translation process.

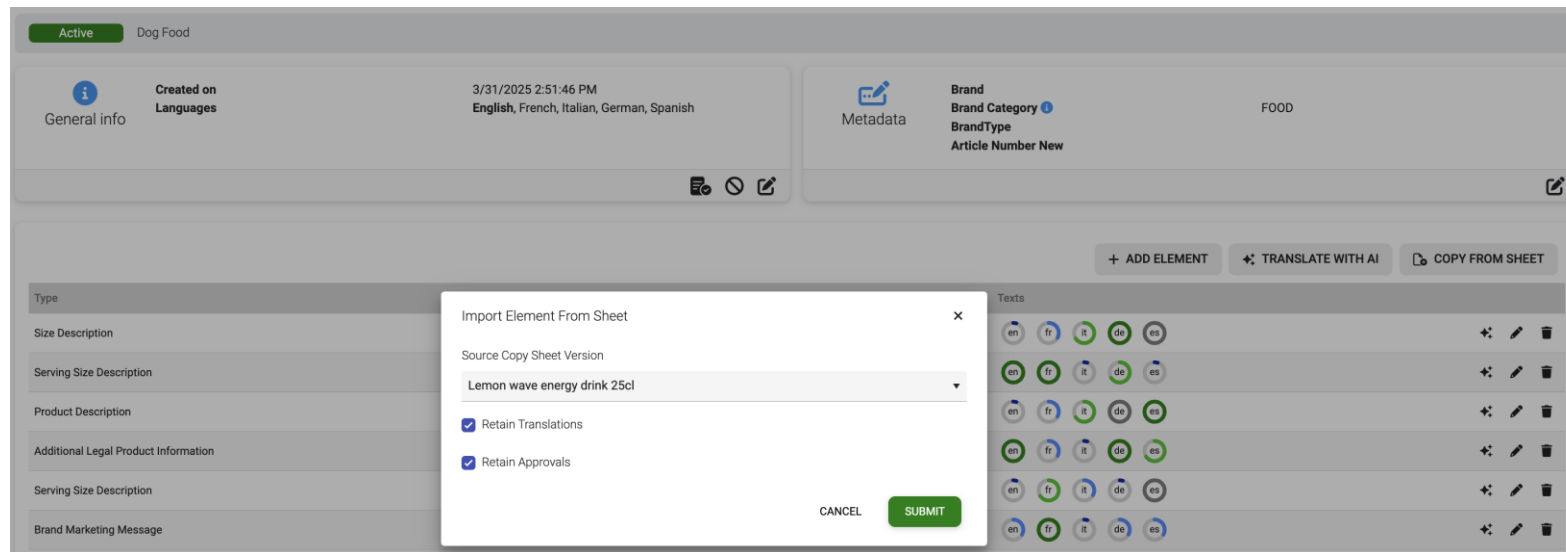
The screenshot displays the Brandz Copy Management interface for a product named "Lord Nelson - Flavoured Fruit Infusion - Red fruit & hibiscus". The interface is divided into several sections:

- General info:** Created on 07/04/2025 1:13:32 PM, Languages: Dutch, French, German, English.
- Metadata:** Brand Category: FOOD, Brand Type: COFFEE, Article Number: New.
- Texts:** A table with columns for language (nl, fr, de, en) and actions (add, edit, delete). A "TRANSLATE WITH AI" button is visible.
- Translation Confirmation Dialog:** A modal window titled "Translate empty text fields with AI" asking "Do you want to update status after the translation?". It includes a checkbox for "Update status to validating" and "CANCEL" and "TRANSLATE" buttons.
- Edit Element Panel:** Shows the selected element "Consumer Usage Instructions" and the language "ENGLISH". The text content is "Store in a dry, dark, and frost-free place, away from heat".

# Copy Management

## Generate versions and variations with a single click

- To create a different variant of the artwork, just duplicate the copy sheet and implement the required modifications.
- Similarly, new versions / iterations of an artwork can be generated with ease.
- Elements and their approved translations can be seamlessly repurposed in new artworks.



# Proofscope

## Proof Client



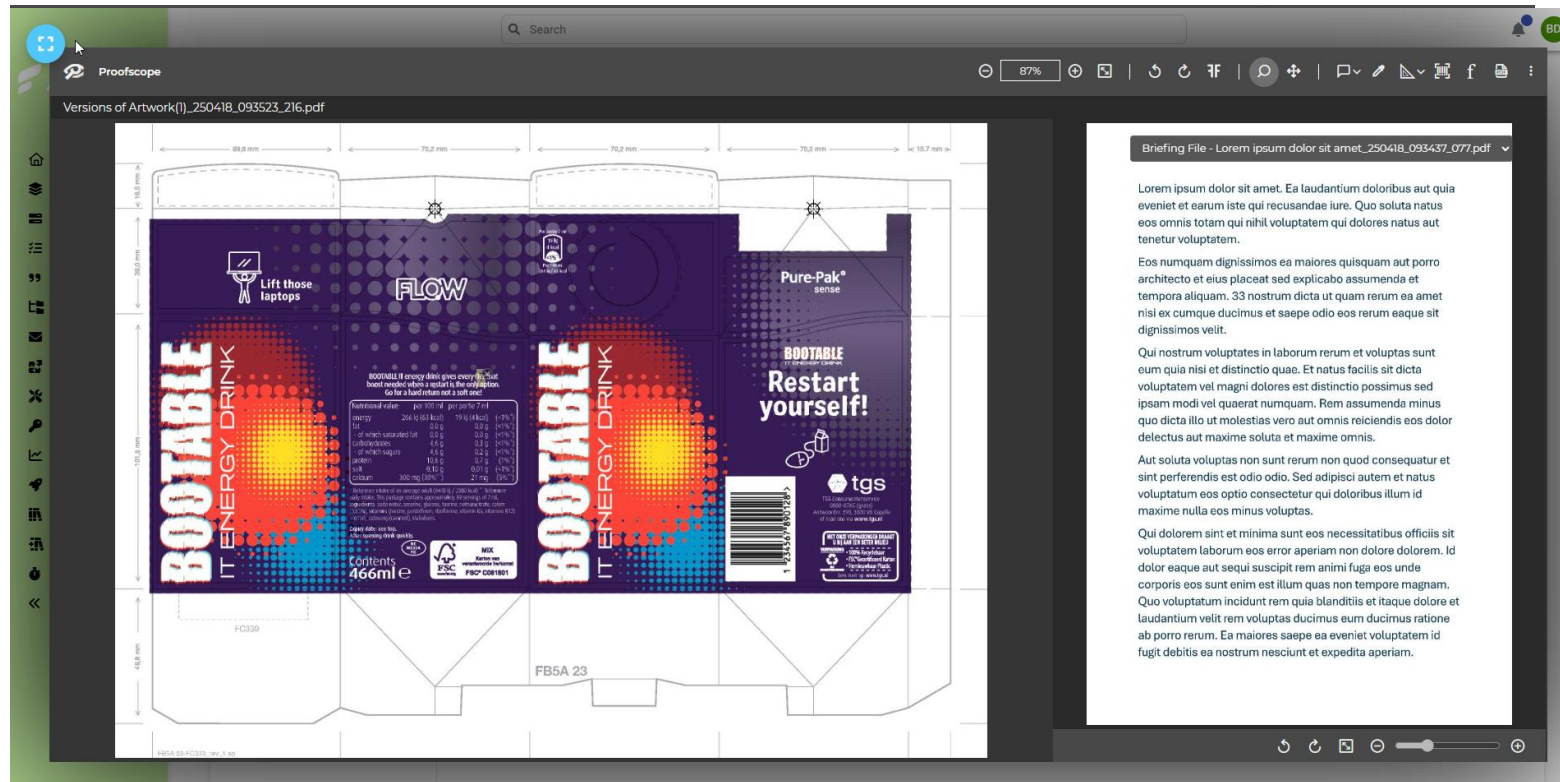
# Combined briefing & artwork view

Reviewers can conveniently consult briefing files while approving an artwork.

Place the briefing file(s) next to the artwork

- Side by side view
- Switch briefing document
- Independent zoom
- Independent rotation

Keep using the standard Proofscape tools



# Improved text selection

## New text note types

Efficient handling of text corrections.

- Text can be selected more naturally, per sentence, individual words,...
- New text notes simplify the process of summarizing text corrections.



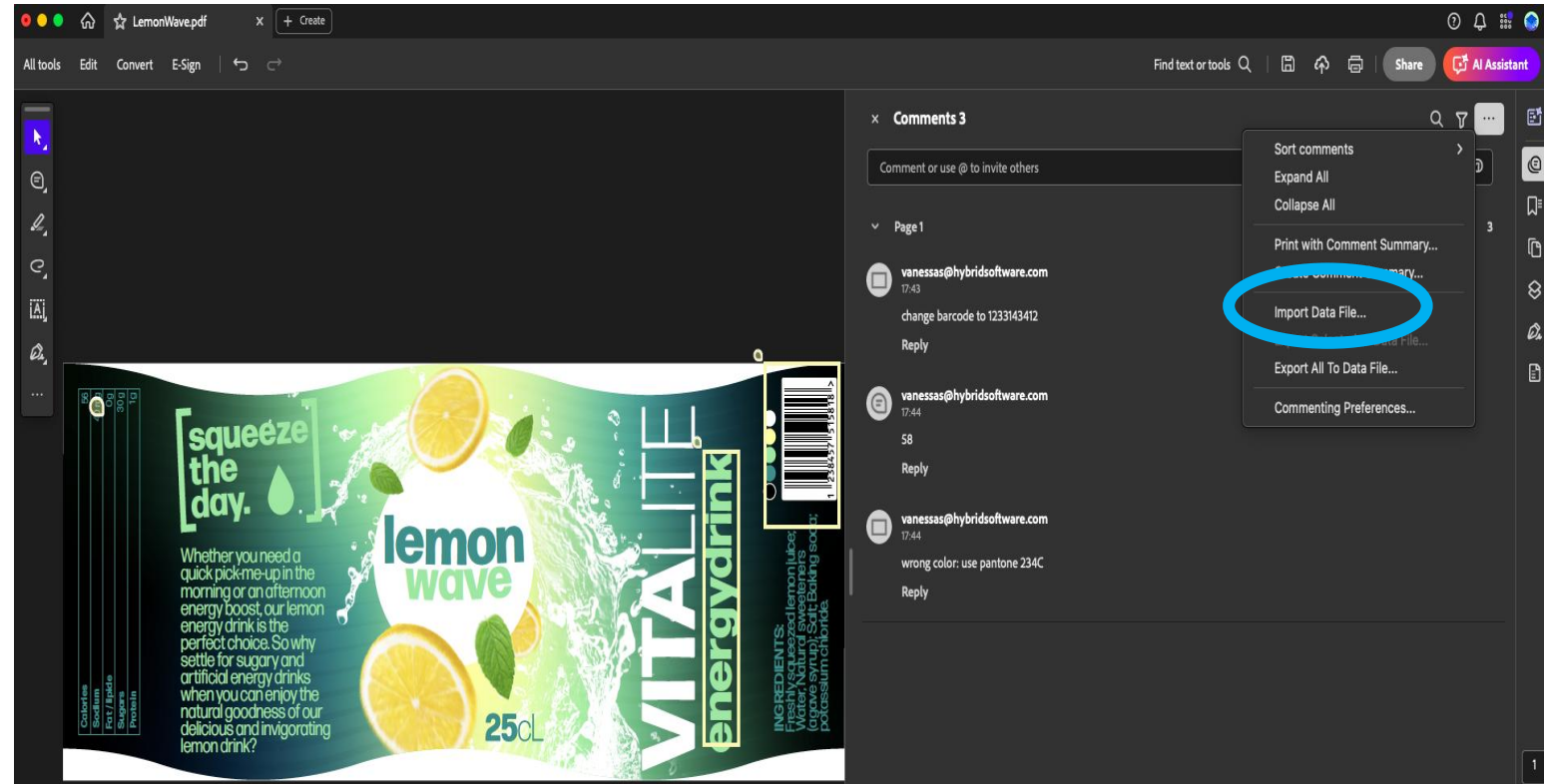
- Strikethrough indicates text that may be removed.
- Replace means substituting text with ...



# Export Artflow notes

## Effective handling of (text) corrections in Adobe applications

- Artflow notes can be imported into Adobe Acrobat or Indesign.
- In Indesign, you can use them to apply "strikethrough" or "replace text" corrections with a single click
- .xpdf format

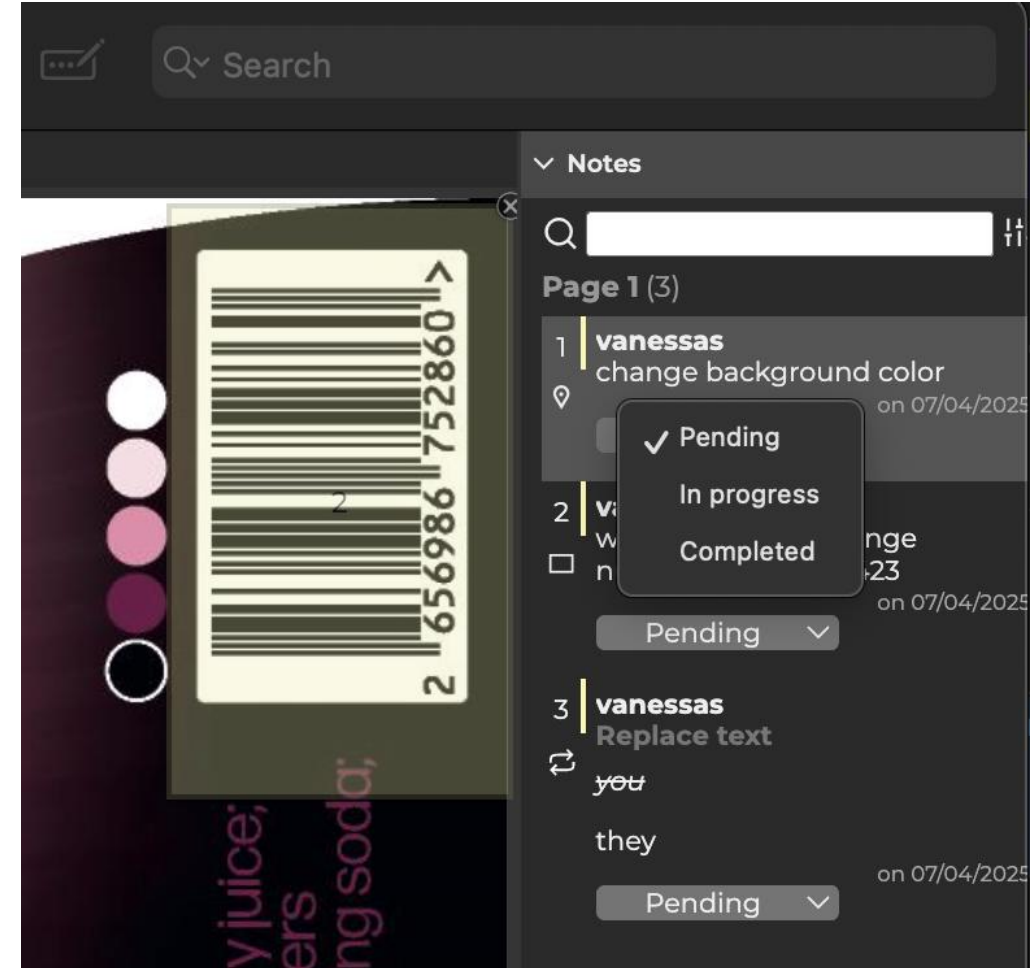


# Note states

Fewer corrections due to an improved briefing to the agency.

- Through note states, the responsible proofer can indicate which notes need to be executed and which do not.
- The agency can use the note states as an internal checklist
- Until you are satisfied with the artwork modification

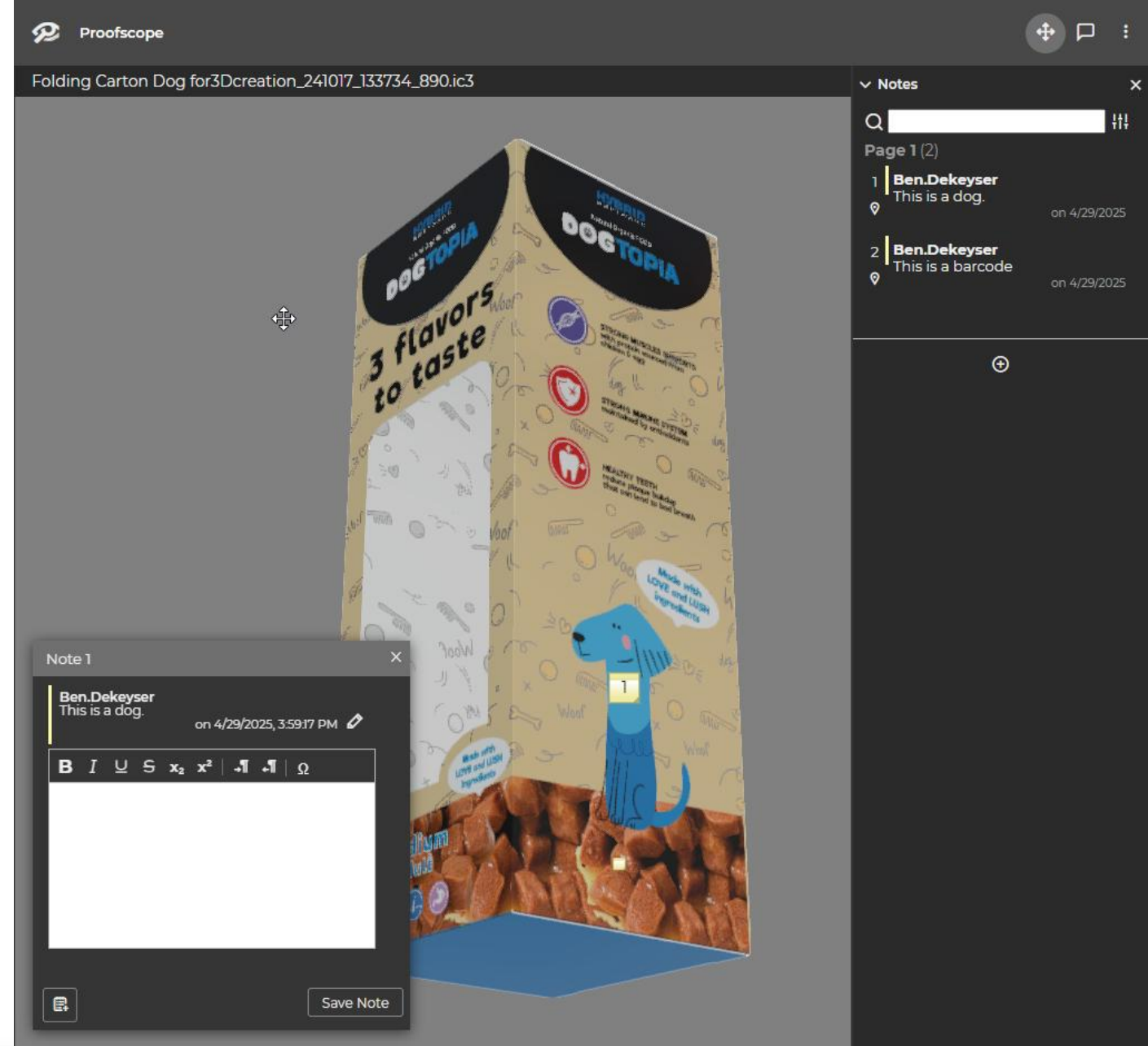
START REVIEW



# Enhanced 3D viewer

Add annotations directly to the 3D file.

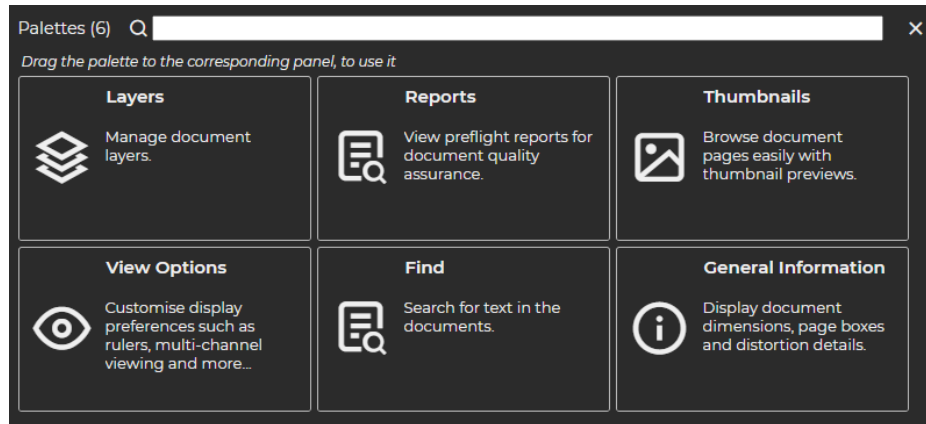
- Utilize the "Pan" feature located in the upper right corner to focus on a specific section of the artwork and click the "Notes" tool to add an annotation.
- Select any note from the note panel to quickly navigate to the corresponding spot in the artwork.



# Improved User Interface

## Gain clarity and structure

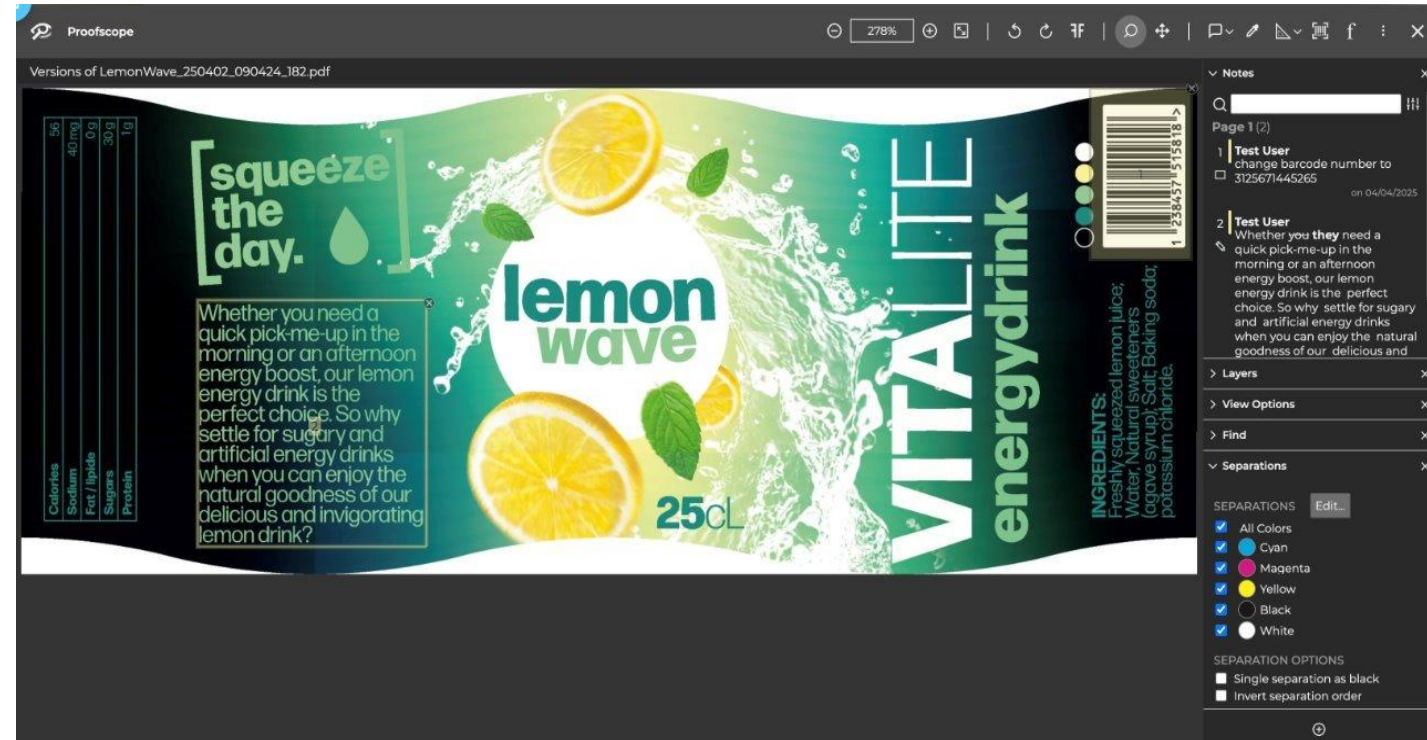
- Proofscape now includes a sidebar on both sides of the screen.
- To customize your experience, click the + icon in the sidebar and drag one of the available palettes into the sidebars.



# Improved User Interface

## Concentrate on the artwork

- The “Hide Sidebar” option found in the hamburger menu at the top right enables you to hide one of the sidebars.
- Your user interface arrangement will be retained for your next session with Proofscape.



# Asset library

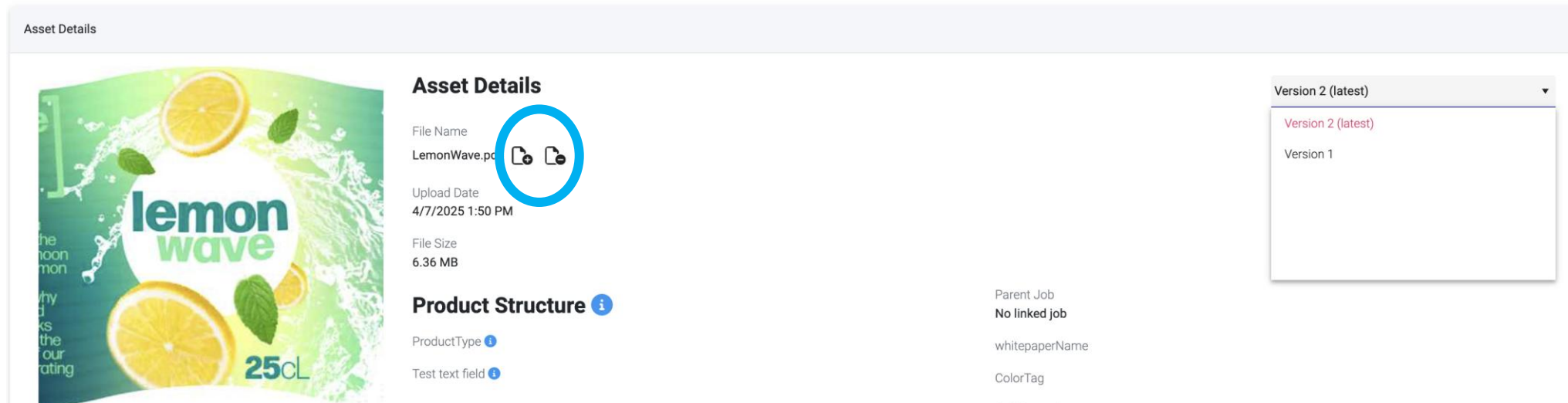
25.03 features



# Assets versioning

## Keep track of your artwork versions

- The asset library now features versioning support.
- You can manage asset versions either manually or automatically via the approval workflow settings.
- Manage your artwork versions in the Artflow asset library (Add, Delete, View, etc.).



The screenshot displays the 'Asset Details' page for a file named 'LemonWave.pdf'. On the left is a thumbnail of a lemon wave advertisement. The main content area is divided into sections: 'Asset Details' with fields for File Name, Upload Date, and File Size; 'Product Structure' with fields for ProductType and Test text field; and a 'Parent Job' section showing 'No linked job'. On the right, a dropdown menu is open, showing 'Version 2 (latest)' and 'Version 1'. A blue circle highlights the file name and upload date fields.

Asset Details

**Asset Details**

File Name  
LemonWave.pdf

Upload Date  
4/7/2025 1:50 PM

File Size  
6.36 MB

**Product Structure**

ProductType

Test text field

Parent Job  
**No linked job**

whitepaperName

ColorTag

Version 2 (latest)

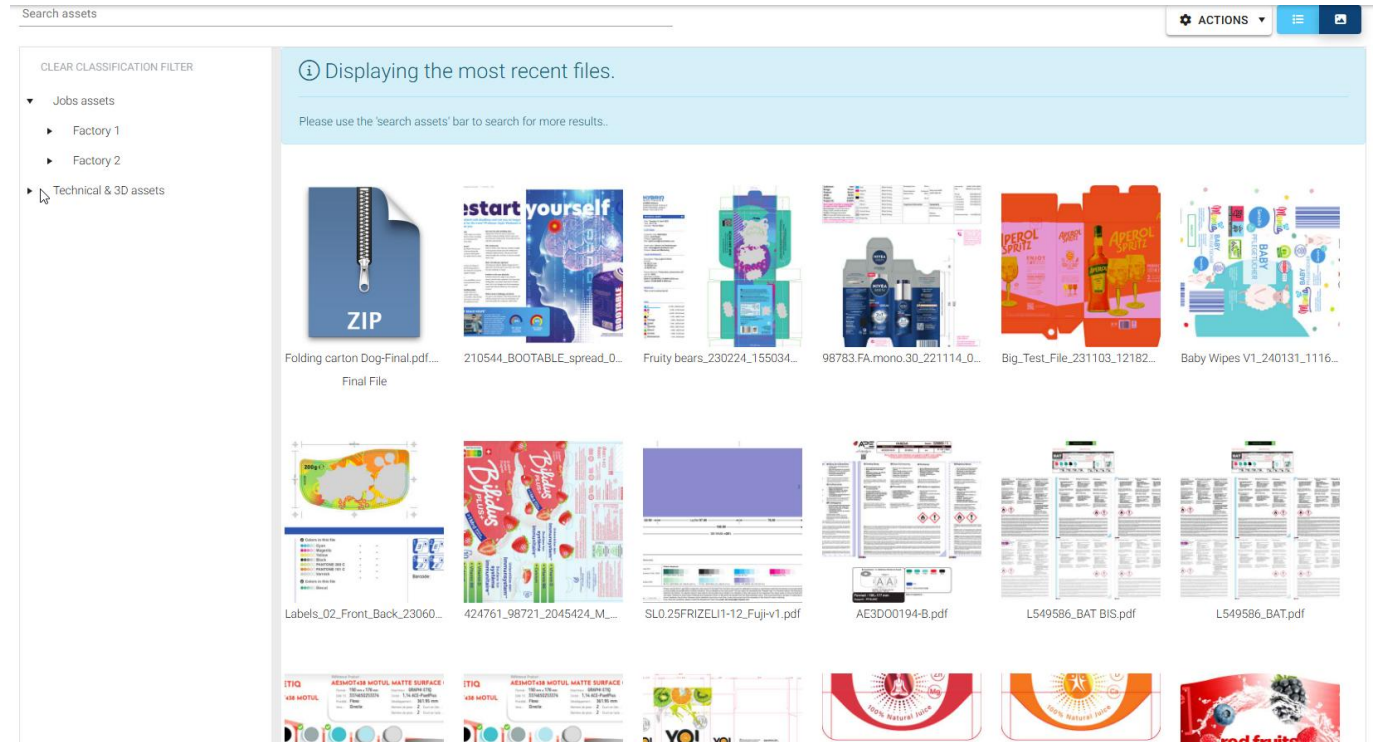
Version 2 (latest)

Version 1

# Store your assets at any time

Expanded options for adding artworks in the asset library.

- At any point during the process, you have the option to save your assets to the asset library.
- You do not need to wait for the job to be finished.
- As with previous versions, you can select which files to retain in the Artflow asset library and which ones to transfer to your external asset library, as long as an integration has been established.



# Other improvements



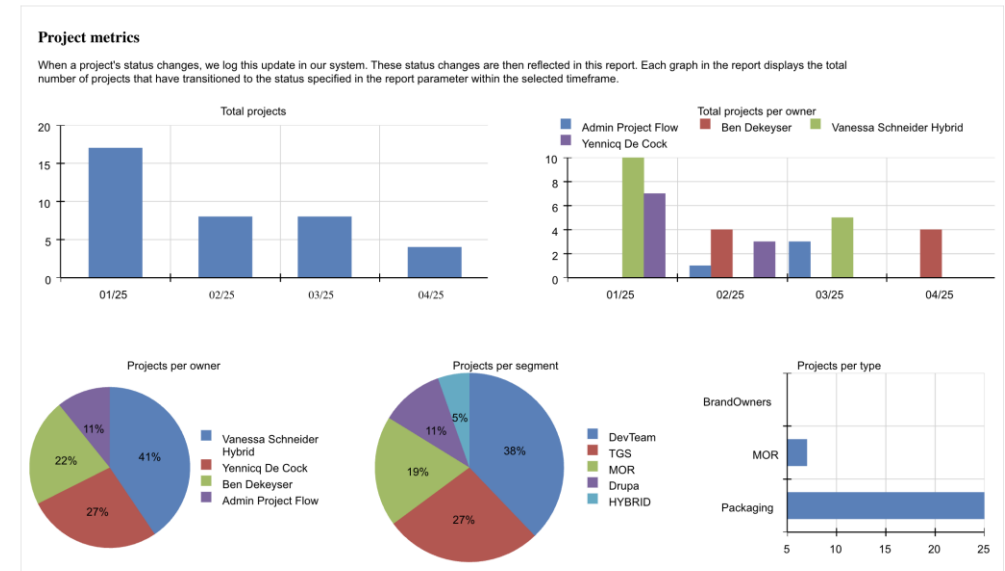
# Reports

## New project, job, and task-related metrics:

- Three additional reports are included as standard.
- Filter by actionable, overdue, cancelled, or other types of projects, jobs, and tasks.
- The reports display totals, numbers per period, per project owner, per assignee, etc.

## Custom reports (option)

- Alongside the standard reports offered by Artflow, you can also request the creation of custom reports.
- Kindly reach out to your project manager for assistance.



# Filter participants lists

## Short-list participants based on job information

- Filter the participants lists based on specific metadata information
- Brand A always works with supplier B
- Brand B is always printed at X

DEFINITION	DISPLAY GROUP	LOCATION	DEFAULT VALUE	PARTICIPANT DEFAULT	PREVIEW
Drag a column header and drop it here to group by that column					
Metadata Definition	Value	Participant Filter Type	Parent Definition	Parent Value	
Participant_ArtworkAgency	ArtworkAgency	FilterGroup	JobName	job 1	
Participant_Printer	flowqaproofer@yennicq.be	User	Brand	Cafe Noir	
Participant_Printer	vanessas@hybridsoftware.com	User	Brand	Ford	
Participant_Printer	info@tallongs.com	User	Brand	Apple	

1 15 items per page

Export All Pages

### Edit Participant Filter

Metadata Definition \*

Participant\_ArtworkDesign

Participant Filter Type \*

FilterGroup

Value \*

Group\_TGS

Parent Definition \*

Barcode\_Type

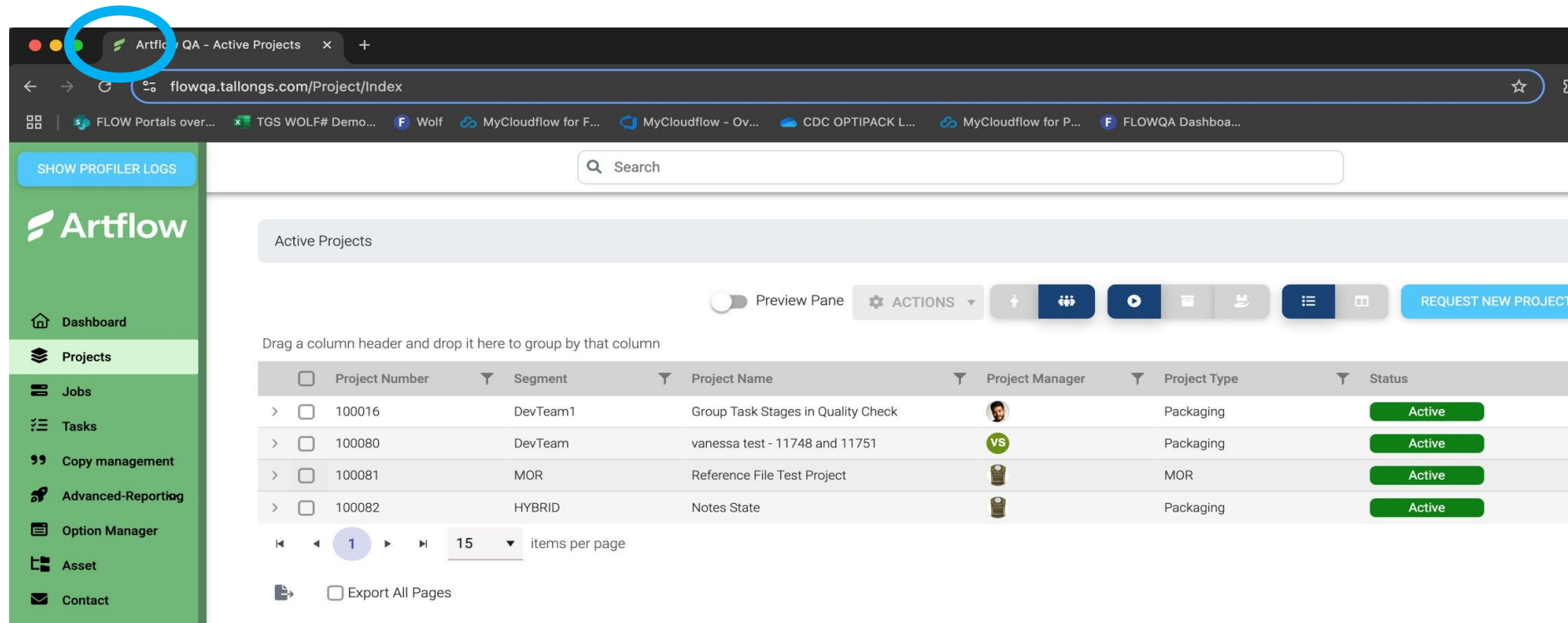
Parent Value \*

EAN13

# Branded User Interface

## Your own favicon

- You can now also personalize your favicon URL and logo.



The screenshot shows a web browser window with the URL `flowqa.tallongs.com/Project/Index`. The browser's address bar and tabs show a custom favicon, which is a green leaf-like logo, circled in blue. The application interface features a green sidebar with the 'Artflow' logo and navigation menu items: Dashboard, Projects, Jobs, Tasks, Copy management, Advanced-Reporting, Option Manager, Asset, and Contact. The main content area displays a table of 'Active Projects' with columns for Project Number, Segment, Project Name, Project Manager, Project Type, and Status. The table contains four rows of project data, all with a status of 'Active'. Below the table, there is a pagination control showing '1' of 15 items per page and an 'Export All Pages' checkbox.

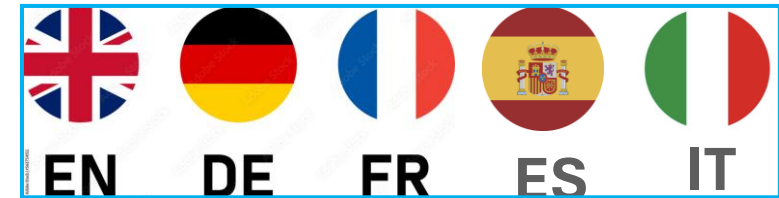
Project Number	Segment	Project Name	Project Manager	Project Type	Status
100016	DevTeam1	Group Task Stages in Quality Check	[Profile Icon]	Packaging	Active
100080	DevTeam	vanessa test - 11748 and 11751	VS	Packaging	Active
100081	MOR	Reference File Test Project	[Profile Icon]	MOR	Active
100082	HYBRID	Notes State	[Profile Icon]	Packaging	Active

# Supported languages

## Languages supported Out of the Box

For the generic UI elements:

- English (Main language)
- Spanish
- German
- French
- Italian



We support custom company-specific terminology, you help us translating your metadata

Advice: do not translate everything: the statuses, the job types, incl. phases names and task names would rather stay generic.

# Let's get cracking!



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