

# Brandz

Hybrid Software

## New Artflow release

Artflow 25.09

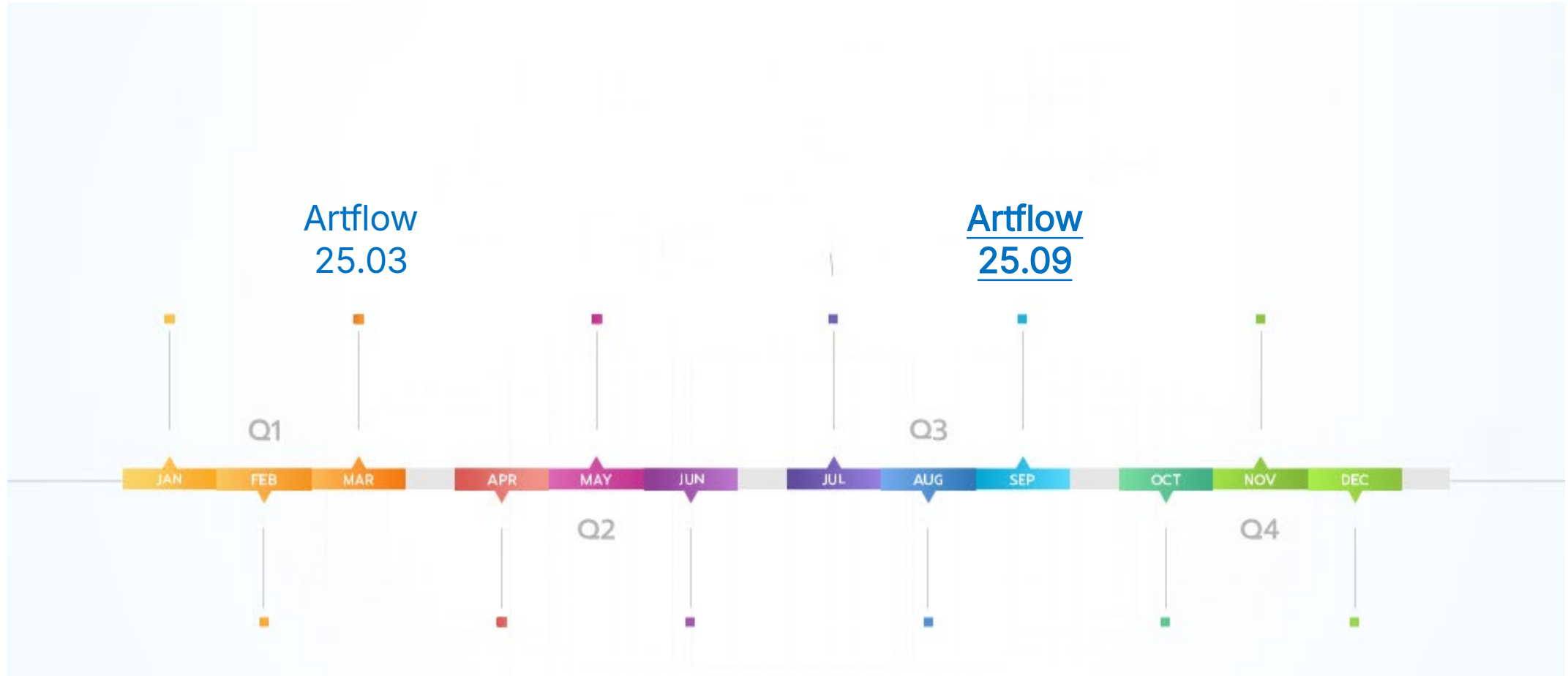
→ Ben Dekeyser / Vanessa Schneider

# Content

- Copy Management 2.0: Artwork rules compliance
- New GANTT chart with Enhanced timing capabilities
- Public api for platform integration



# Two major releases per year



# Enhancements in copy management

The copy management module, introduced in March, has been enhanced with numerous features that streamline the validation of artworks.



# Copy Management 2.0

## Rules engine - Smarter Copy Validation

- The Rules Engine streamlines copy sheet validation by allowing teams to build rule sets aligned with their compliance handbook.
- For example, it can verify whether all required copy elements are present and correctly filled in—just one of many possible validation rules.
- Integrated AI capabilities provide warnings when certain claims are used—or missing—helping teams catch potential compliance issues early in the process.

The screenshot displays the Copy Management 2.0 interface for 'YumYum Sweethearts'. It features a list of 4 alerts found, with the following messages:

- One or more copy elements do not have a placement assigned.
- Check whether a 'Country of Origin Declaration' copy element should be included, which is typically required for products originating outside of Europe.
- AI detected a reference to food color additives, if these are used in products aimed at children, a warning like "may have an adverse effect on activity and attention in children" may be required.
- AI detected a reference to gelatin, while not an allergen, it may require declaration of animal origin (e.g., bovine, porcine) depending on the market and consumer expectations.

An 'Edit Element' dialog box is open, showing the following details:

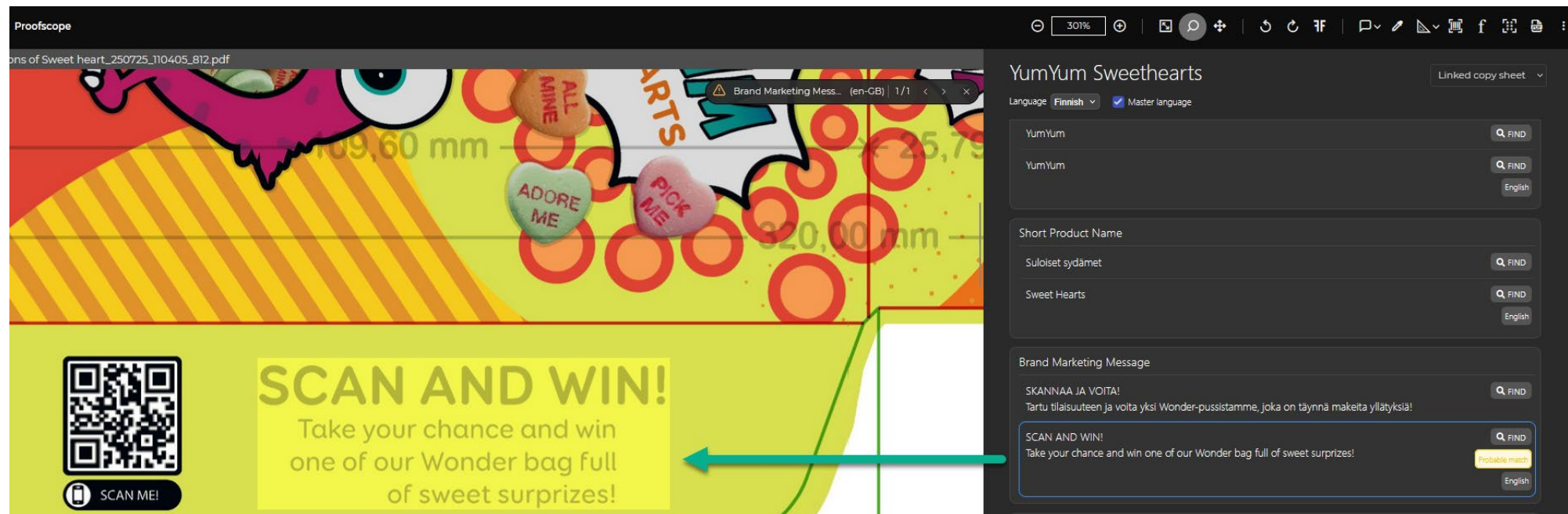
- Type: Ingredient Statement
- Placements: Foldingbox
- Language: ENGLISH (selected), FINNISH
- Text: Sugar, glucose syrup, modified starch, gelatin, wheat flour, ammonium chloride, salt, liquorice extract, acidity regulators (E270, E325), flavourings, fully hydrogenated vegetable fat (palm, sunflower), colours (E153, E120, E141, E160a, E100)

Two green arrows point from the 'Edit Element' dialog box to the third and fourth alerts in the list, indicating that the AI-detected warnings are related to the content being edited.

# Copy Management 2.0

## Streamline proofreading

- The copy sheet has been integrated into the Proof Client to enhance the efficiency of the proofreading workflow.
- Users can choose which languages to display and decide whether to show the master language.
- The fuzzy search function allows you to find text from the copy sheet directly on the artwork, significantly speeding up the proofreading process.



# Copy Management 2.0

## Minor enhancements in copy management

- At the end of the previous release, we were so focused on delivering everything on time that a few basic features were unintentionally left out.
- The copy sheet list now supports grouping, filtering, and sorting, and the copy sheet name is visible in the task list.

Brand

Brand	Name	Owner	Task Due Date	Status
Brand				
Brand: Brand A				
Brand A	Weleda	Cédric Dauphin	6/7/2025	Draft
Brand A	Bayer	Cédric Dauphin	6/16/2025	Active
Brand A	Dentsply	Cédric Dauphin	6/5/2025	Draft
Brand A	YumYum fruity bears	Vanessa Schneider	2/21/2025	Active
Brand: Brand B				
Brand: Brand C				
Brand: Brand D				

Filter

- Draft
- Active
- Published
- Revoked
- Cancelled

**FILTER** CLEAR

Drag a column header and drop it here to group by that column

<input type="checkbox"/> Project Number	<input type="checkbox"/> Job Number	<input type="checkbox"/> Job Name	<input type="checkbox"/> Assignee	<input type="checkbox"/> Activity
<input type="checkbox"/> 100019	1	Briefing panel, text selection, n...	Ben Dekeyser	Invite Proofers
<input type="checkbox"/> 100000	1	job 20241206 1	Ben Dekeyser	Provide Briefing
<input type="checkbox"/> 100001	1	job 20241206 3	Ben Dekeyser	Provide Briefing
<input type="checkbox"/> 100019	2	Note states	Ben Dekeyser	Proof File
<input type="checkbox"/> CatTopia Adult Medium			Ben Dekeyser	Proof Copy Element Text

1 15 items per page

Export All Pages

- The "Placements" information has been added to the 'readonly' copy sheet.

CopySheet  
Name: YumYum Sweethearts

ENGLISH FINNISH

Element	Placements	English	Finnish
Brand Name	Foldingbox	YumYum	YumYum
Short Product Name		Sweet Hearts	Suloiset sydämet

6 6 12 16

# Enhanced timing capabilities

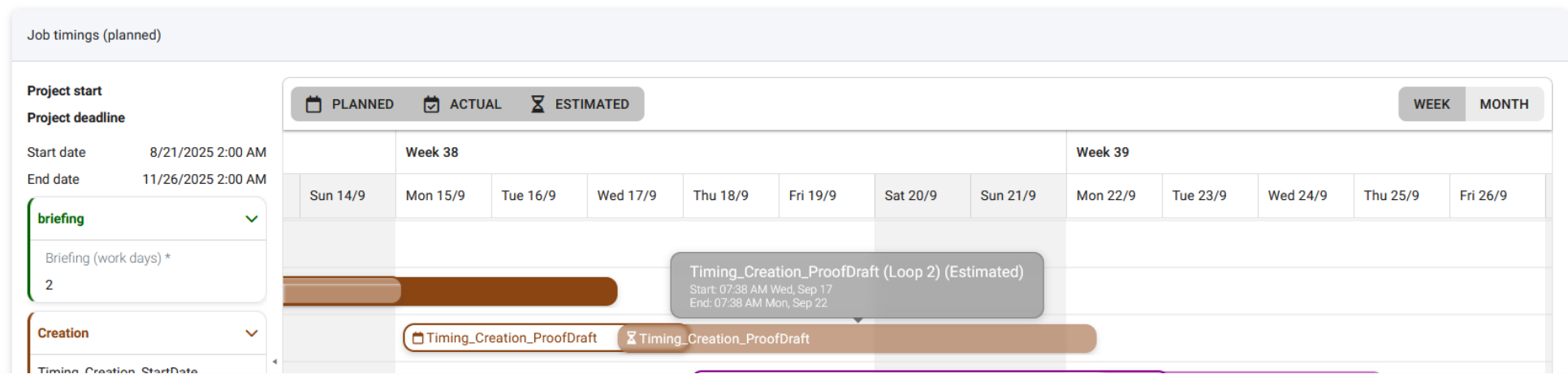
Enhanced timing features designed to help you manage your projects more effectively.



# Enhanced timing capabilities

Track if your work is on schedule with the new Gantt chart.

- In earlier versions, the Gantt chart showed the “planned timings” at job creation, calculated from the designated start date and the lead times set at the task level.
- This functionality has been greatly improved. We now include “actual timings,” which are updated in real-time as the job advances.
- These “actual timings” are utilized to determine the “estimated end date,” providing valuable information for efficient project oversight.
- As a result, this enhancement enables more precise forecasts for job completion and delivery.



# Enhanced timing capabilities

Track if your work is on schedule with the new “At risk” status.

- In Artflow, we clearly highlight when the estimated completion date goes beyond the planned end date, indicating that the job may be at risk.
- This allows you to concentrate your efforts on the tasks that require the most attention to ensure timely completion.

The screenshot displays the Artflow interface. On the left, a product image for 'orange VITALITE' is shown. The main panel contains job details:

- General Info:** Type of job: Own Brand; Job Name: Own brand 1; Product Reference Number, Artwork Reference Number (567454), GTIN Code Type, and GTIN.
- Technical Information:** Print Technology: Digital; Artwork Type: Leaflet.
- Timings:** Start Date: 4/22/2025 2:00 AM; Actual end date (estimate): 11/12/2025(68 weekdays left).
- Project Manager:** Vanessa Schneider; Artwork Provider: Vanessa Schneider.

Below the details is a task list table with columns: Project Num..., Job Number, Job Name, Status, Type of job, GTIN, Project Owner, Active Phase, Active Task, Assignee, Task Dea..., and Days Till Dea... The table is filtered by 'Status: At risk' and 'Status: Overdue'. Two blue arrows point to the 'At risk' status labels in the table.

Project Num...	Job Number	Job Name	Status	Type of job	GTIN	Project Owner	Active Phase	Active Task	Assignee	Task Dea...	Days Till Dea...	
▼ Status: At risk												
<input type="checkbox"/>	100020	6	briefing view 2	At risk	Own Brand	34564353456435...	Vanessa Schneider	Artwork	Invite Proofer...	Vanessa Schneider	7/31/2025	-8
<input type="checkbox"/>	100020	5	briefing view 1	At risk	Own Brand		Vanessa Schneider	Artwork	Provide Artwork	Vanessa Schneider	8/4/2025	-4
<input type="checkbox"/>	100028	2	with briefing	At risk	Own Brand		Vanessa Schneider	Artwork	Provide Artwork	Vanessa Schneider	8/4/2025	-4
<input type="checkbox"/>	100020	4	briefing file view	At risk	Own Brand		Vanessa Schneider	Artwork	Provide Artwork	Vanessa Schneider	8/4/2025	-4
▼ Status: Overdue												
<input type="checkbox"/>	100019	1	Briefing panel, text...	Overdue	Own Brand	1234567890123	Ben Dekeyser	Artwork	Invite Proofer...	Ben Dekeyser	4/21/2025	-109
<input type="checkbox"/>	100020	7	briefing view 5	Overdue	Own Brand	3456435	Vanessa Schneider	Artwork	Provide Artwork	Vanessa Schneider	8/4/2025	-4

# Enhanced timing capabilities

Retro planning: move forward with the end in mind.

**Project deadline** 11/8/2024 1:00 AM

**Start date** Start Date  
10/5/2024

**End date** 11/8/2024

**briefing** ✓

Briefing (work days) \*  
2

**Creation** ✓

Timing\_Creation\_StartDate  
10/8/2024

Timing\_Creation\_Loops \*  
2

Timing\_Creation\_UploadDraft \*  
3

Timing\_Creation\_InviteProofers \*  
3

Timing\_Creation\_ProofDraft \*  
3

**Delivery** ✓

Timing\_Delivery\_StartDate  
11/1/2024

Timing\_Delivery\_ConfirmReceipt \*  
5

- Jobs are generally scheduled using forward planning mode, where the "Start Date" sets the "End Date" by applying the default task duration and the planned number of iterations.
- With this release, it is also possible to use retro planning mode, in which the "Start Date" is calculated based on the specified "End Date."
- Retro planning mode enables you to create project schedules by starting from a fixed deadline and working backward. This method is particularly beneficial when the delivery date is fixed and cannot be changed, such as for packaging, artwork approvals, or product launches.

Edit job timing

⚠ Retro planning mode is active: changes will recalculate the start date. [SWITCH TO FORWARD](#)

**Project start** 1/15/2025 1:00 AM  
**Project deadline** 4/29/2026 2:00 AM

**Start Date** 1/16/2025

WEEK MONTH

April				May				June				July				
3	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29
Briefing																
Create briefing * 180																
<a href="#">Create &amp; D</a>																



# Enhanced timing capabilities

## Link between Project Timings and Job Timings

- A warning message will be displayed if a job's deadline surpasses the project's deadline.
- Upon receiving this warning, users have the option to adjust the project deadline to align with the job deadline.
- Once confirmed, the project deadline will be automatically revised to incorporate the updated timeline.

The screenshot displays the 'Edit job timing' interface. At the top, a warning message states: 'The estimated job deadline is later than the project deadline. Do you want to update the project deadline?' with a checked checkbox for 'Update project deadline to match the new estimate'. Below this, the 'Project start' is 1/15/2025 1:00 AM and the 'Project deadline' is 12/18/2025 1:00 AM. The 'Start Date' is 8/11/2025. The interface shows a Gantt chart with tasks: 'Briefing' (green bar), 'Create & Deliver Asset (Actual)' (brown bar), and 'Select Reviewers (Actual)' (brown bar). The Gantt chart is divided into Week 16 and Week 17, with days from Wed 9/4 to Thu 23/4. A 'WEEK' button is visible on the right.

# Platform integration

New Public API and seamless integration with MyCLOUDFLOW



# Platform integration

## Public API: Unlock seamless automation and integration

The screenshot displays the 'API portal' interface for the 'Metadata Options API'. The left sidebar lists various operations: POST (Creates a new metadata option), DELETE (Deletes a metadata option), GET (Retrieves a list of metadata options), POST (Synchronizes a set of metadata options), and PATCH (Updates an existing metadata option). The main content area shows the 'Metadata Options API' details, including a 'Download definition' button, a 'Select definition type' dropdown, and a description: 'API manipulating Metadata Options. Creates a new metadata option.' The endpoint is listed as 'POST https://artflow-api-management-dev.azure-api.net/metadata-options-api/publicapi/metadata-options'. Below this, there is a 'Try this operation' button and a 'Request' section. The 'Request body' is shown in 'Table' view with a 'Content type' dropdown set to 'application/json'. The table is titled 'CreateMetadataOptionRequest' and contains the following data:

Name	Required	Type	Description
value	false	string	The value of the new metadata option.
metadataDefinitionNa...	false	string	The name of the metadata definition to which this option belongs.
parentid	false	string (uuid)	The optional unique identifier of the parent metadata option, if this option is hierarchical.

Powered by [Azure API Management](#) © Microsoft 2025

- The Artflow Public API enables seamless integration with Artflow, simplifying cross-system operations.
- A common use case is synchronizing product or brand data between master data systems and Artflow via the 'Metadata Options' endpoint.
- This is the first release, and we plan to add additional endpoints gradually or based on customer requests.
- The API is built on the Azure API Management framework, providing robust features such as API versioning, extended security and access control, and a developer portal for easy onboarding and documentation.

# Platform integration

## Artflow Meets MyCLOUDFLOW: Seamless Integration

- MyCLOUDFLOW is HYBRID's SaaS platform for the labels and packaging industry, offering workflow automation for packaging graphics with features like prepress automation, Step and Repeat, RIP processing, and native PDF-based workflows.
- Artflow now integrates directly with MyCLOUDFLOW through a customizable connector, allowing brand owners to access all existing MyCLOUDFLOW functionality within Artflow.
- This integration also enables you or your suppliers to further automate workflows—triggering processes upon file approval and ensuring seamless job status communication between brand owners, agencies, and printers.



# Let's get cracking!



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