

# Brandz

Hybrid Software

## New Artflow release

Artflow 26.03

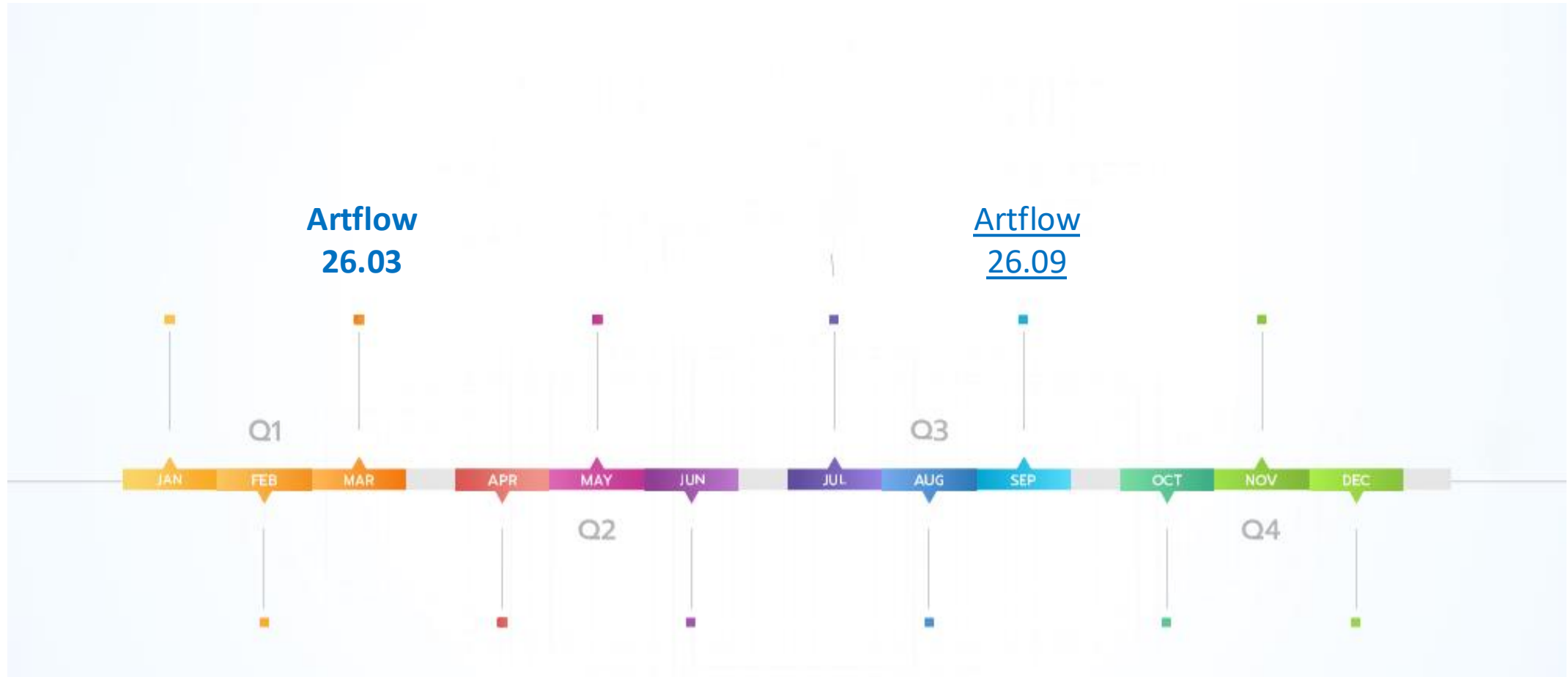
→ Ben Dekeyser / Vanessa Schneider

# Content

- Insights:
  - New dashboard
- Copy Management:
  - Copy management extensions
  - Copy sheet import/export
- Compliancy:
  - Rules Engine 2.0
  - AI document validation
  - Smart Content
- Miscellaneous:
  - @Mentions
  - Group support
  - Invitee defaults
  - Globalization (g11n)
  - Public API
  - Clone on completion



# Two major releases per year



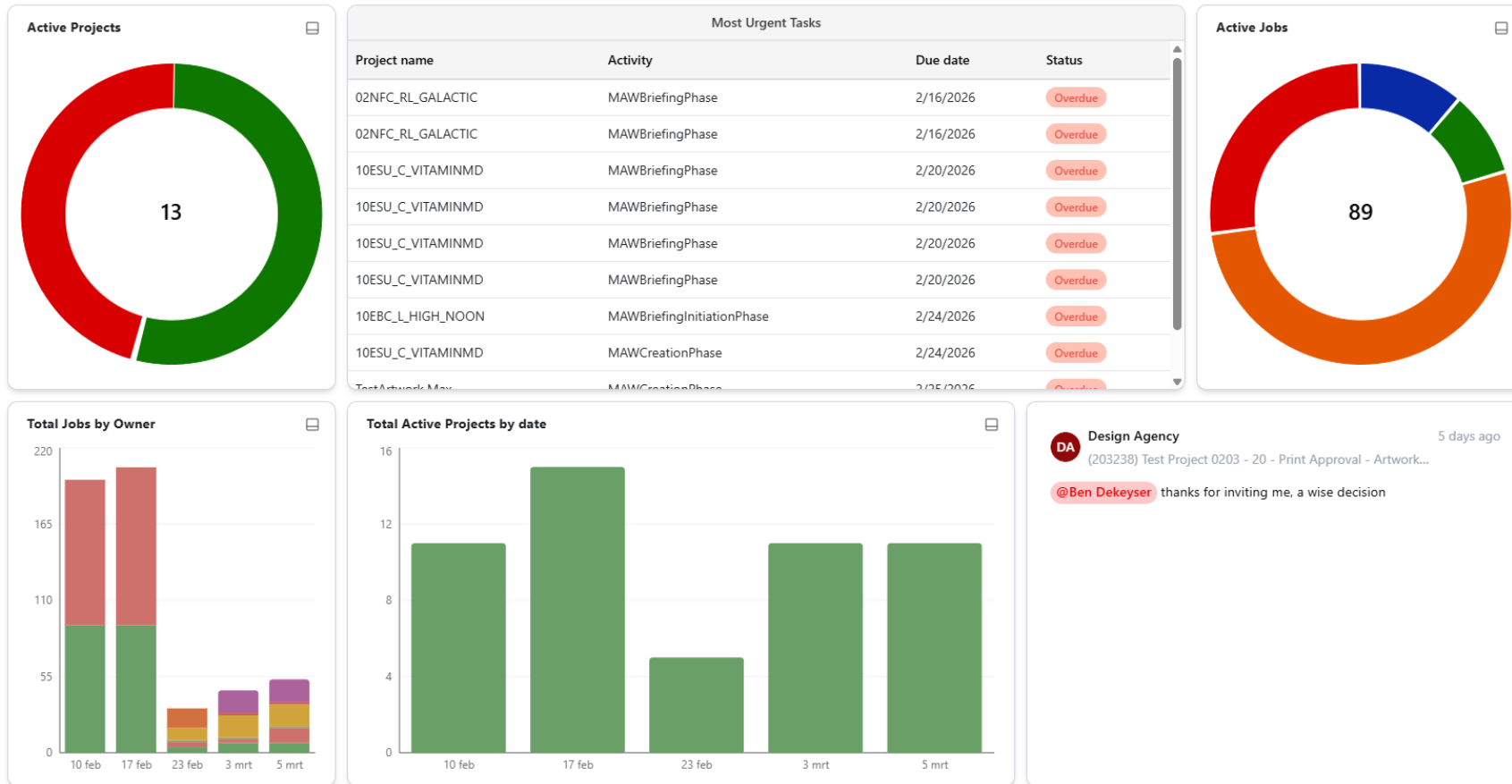
# Insights: Dashboard

We introduce a dashboard that enables personalization by integrating various widgets.



# Dashboard

## Dashboard Driven by Widgets



- This is the first release of the new dashboard, which users can customize using widgets.
- It enables each user to create a personalized dashboard tailored to their preferences.
- Future updates will bring a broad selection of new widgets.

# Enhancements in copy management

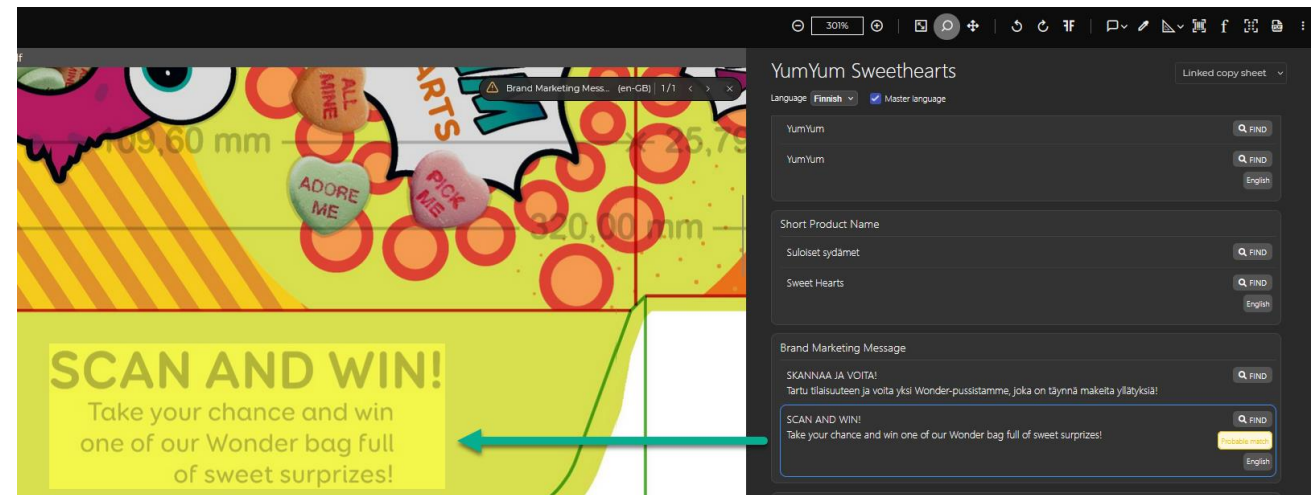
The copy management module has been enhanced with additional feature, connectivity and validation options



# Copy Management 2.0

## Copy management enhancements

- The copy management module is designed to simplify the process of gathering, verifying, and translating copy.
- It accommodates various types of text including marketing or legal content, claims, ingredients, and other copy used in artwork.
- The module features AI-powered automated translation.
- Starting with this release, it also supports Symbols and templates:
  - Artworks often include **symbols** such as recycling icons, food information, and safety or hazard signs, which can now be organized within a copy sheet.
  - **Templates** consist of recurring text elements used across multiple artworks, for example addresses or claims.
  - Additionally, copy sheets have been enhanced to include **non-translatable items**, such as brand names.



# Copy Management 2.0

## Connectivity options: Import / export copy data

- Numerous companies rely on PIM systems, recipe management tools, and similar platforms as the foundation for their artwork copy.
- With GS1, you can now effortlessly import this data into the Artflow cophysheet, enhance it with elements such as marketing claims, translate and approve the cop, and reuse it for new versions.

2 alerts found

Active DOGTOPIA Medium adult

**General info** **Sheet owner** Ben Dekeyser Brandz  
**Created on** 11/12/2025 14:42:36  
**Languages** English, Dutch, French

**Metadata** **Brand** Sweets  
**Brand Category** FOOD  
**Brand Type**  
**Article Number New** 541029808

Type	Format	Placements	Translations	
Brand Name	Text		en	✎ 🗑️ 👤
Brand Marketing Message	Text		en	✎ 🗑️ 👤
Brand Marketing Message	Text		en	✎ 🗑️ 👤
Additional Product Identification	Text		en	✎ 🗑️ 👤
Animal Feed Target Life Stage	Text		en	✎ 🗑️ 👤
Net Content Statement	Text		en	✎ 🗑️ 👤
Brand Name	Text	Advertisement, Bag Backside	en	✎ 🗑️ 👤
Hazardous Statements Code	Symbol	Banderole	en	✎ 🗑️

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# Compliance:

Expanded compliance capabilities with a smarter natural-language Rules Engine and an AI-powered document validator that automatically detects regulatory issues.

# Rules Engine 2.0

## Rules engine - Smarter Copy Validation

- The Rules Engine, introduced in 25.09, streamlines copy sheet validation by allowing teams to build rule sets aligned with their compliance handbook.
- When working in the Copy Management module, copy sheets are automatically checked against the rule sets, and any alerts generated by these rules are displayed at the top of the copy sheet.
- Users can now define rules simply by describing them in natural-language AI prompts.
- For example, it can verify whether all required copy elements are present and correctly filled in.

The screenshot displays the Rules Engine 2.0 interface. At the top, there is a search bar containing "Spelling check" and a green button with a speech bubble and code symbols. Below this, a text box contains the rule description: "Spelling of words is correct (ignoring non-lexical terms, locations, nouns, etc)". A second text box contains the prompt: "Check spelling."

The next section shows a search bar with "NetContentStatementVolumeAndUnit" and a similar green button. The rule description below reads: "A 'Net Content Statement' must include both a numerical volume and a unit of measurement." The prompt below is: "The Net Content Statement is incomplete. Every text element must include both a numerical volume and a unit of measurement."

Below the rule configuration, a section titled "2 alerts found" displays two yellow alert boxes. The first alert says: "Check whether a 'Manufacturer Name' copy element should be included, which is typically required for products originating outside of Europe." The second alert says: "Check whether a 'Country of Origin Declaration' copy element should be included, which is typically required for products originating outside of Europe."

At the bottom, there is a status bar showing "Active" and "DOGTOPIA Medium adult". Below this are two panels. The left panel, titled "General info", shows "Sheet owner" as Ben Dekeyser Brandz, "Created on" as 11/12/2025 14:42:36, and "Languages" as English, Dutch, French. The right panel, titled "Metadata", shows "Brand" as Sweets, "Brand Category" as FOOD, "BrandType" as Article Number New, and "Article Number" as 541029808. There are edit and share icons at the bottom right of the panels.

# AI document validation

## Automatic detection of compliance issues

Type	Regulation	Requirement	Evidence	Action
FontLegibility	Regulation (EC) No 1272/2008 (CLP) as amended by Regulation (EU) 2024/2865	Hazard information must be clearly legible and meet any applicable minimum legibility (font size/spacing/contrast) requirements; where space is limited, consider fold-out label per CLP rules rather than reducing font excessively.	Multilingual hazard/precautionary blocks are set in very small type (<math>\approx 1.76\text{--}2.60\text{ mm}</math> text sizes shown in metadata), which may be hard to read on-pack depending on print conditions and viewing distance.	Perform a print-proof legibility assessment (x-height/contrast on final substrate/varnish). If marginal, redesign using fewer languages per market SKU or use a compliant fold-out label to maintain minimum legibility.
Picto	Regulation (EC) No 1272/2008 (CLP) — Annex V	Hazard pictograms must conform to the CLP specimen design (red diamond frame, black symbol on white background) and be reproduced with correct proportions and sufficient contrast; required pictograms must not be altered by background/printing effects.	A flame pictogram is present, but the supplied page image does not allow verification of exact CLP colour/proportion compliance (red frame shade, line weights, clear white field) under final print conditions.	Verify pictogram artwork against CLP Annex V specimens (vector source, correct red/black/white, minimum size) and check that no varnish/overprint, background tinting, or trapping alters the pictogram appearance.
RegulatoryReference	Regulation (EC) No 1272/2008 (CLP) — Annex III (EUH208 template)	If EUH208 is used, it must follow the template: "Contains <name of sensitising substance(s)>. May produce an allergic reaction." The sensitising substance name(s) must be stated on-pack.	Hazard text includes "Contains benzenesulfonic acid, C10-16-alkyl derivates calcium salts. May produce an allergic reaction." This appears to be an EUH208-style statement, but it is not presented with the EUH code and it is unclear whether the named substance is the actual sensitizer triggering EUH208 (or whether other sensitizers should be named instead/also).	Confirm via SDS/classification which sensitizer(s) trigger EUH208 and ensure the on-pack wording matches Annex III exactly in each language (including correct substance name(s)); avoid paraphrasing or naming a non-triggering substance.

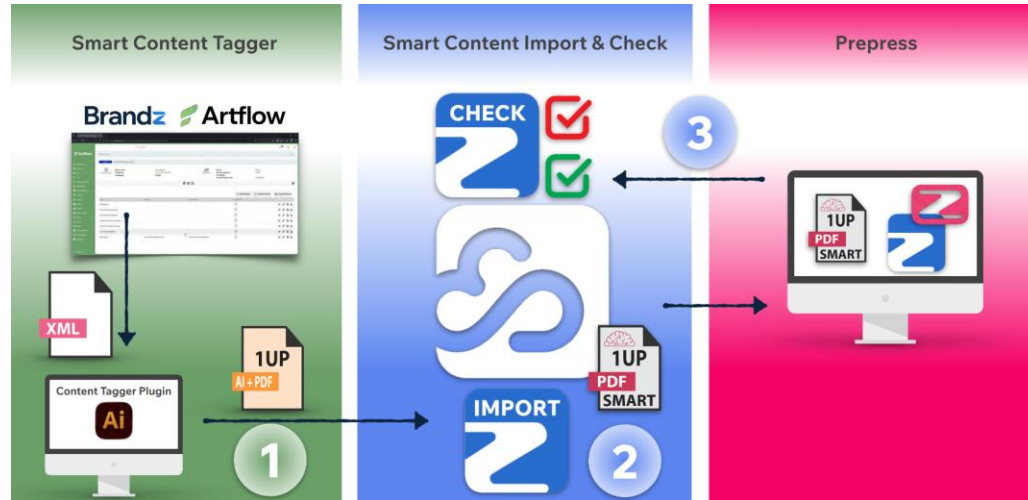
- This first version of the AI Artwork Validator marks the beginning of a feature that will grow into a key component of Artflow
- Designed to significantly simplify and accelerate artwork validation. By automatically analyzing artworks against regulatory documents and internal standards
- It helps teams detect issues earlier, reduce manual review effort, and improve overall compliance accuracy.

**Want to try this feature out?**

**We'd love to hear from you.**

# Smart Content

## Verification and validation of artworks through Smart PDF



1. Using the Illustrator content tagger plugin, copy data is directly linked to Adobe Illustrator.
2. The tagged Illustrator file is then converted into a Smart PDF, which is utilized to conduct artwork compliance checks.
3. The file undergoes automatic re-verification during each cycle.

### Brand guidelines

- Logo placement, font usage, color schemes

### Regulatory guidelines

- Legal and regulatory requirements
- Allergy warnings, disclaimers, nutritional information

### Content verification

- Language and localization
- Text spelling, grammar, images and icons
- Cultural elements
- Barcodes

### Version control

- Track differences
- Compare versions
- Final version incorporates all changes and approvals

# Varia

Artflow introduces smoother collaboration, expanded globalization controls, and enhanced Public API capabilities to streamline workflows.

# @mentions



- To enhance collaboration and minimize miscommunication, @mentions have been added to Artflow.
- You can mention your Artflow colleagues in a comment or in a Proofscape note, and they will receive a notification.

Comment ▾

@Yennicq De Cock Please verify that the dietary restrictions are correctly stated on the artwork.

Approve

Reject

# Approval process improvements:

## Proofer group support

- The group support, previously available for briefing tasks, has now been extended to the artwork approval process.
- When proofing an artwork file, you can select users and/or groups to invite.
- Inviting a group means that only one member needs to complete the task (approve or reject the artwork) for the entire group's task to be considered complete.

## Invitee defaults


- It is no longer needed to manually invite all proofers.
- Based on business rules, proofers can be selected automatically.
- This feature can be used, for example, if someone is responsible for a specific brand, region, ...

Feedback Summary

ORIGINAL VERSION

REVISION 1

**Files**

 **File Type:** Draft File  
**File Name:** CherryWave.pdf  
**File Upload Date:** 11/03/2026 12:00  
**File Status:** Pending  
**Upload Comment:**

**Comments**

By (Actor)	Date	Sta...	Comment
> GroupAB			
> GroupA			
Ben Dekeyser			
Ben Dekeyser	12/03/2026...		
Proofer Group ...			
ActorName	ProvidedD...	St...	Comment
FLOWQA Stak...			

# Behind the Scenes

## g11n

- This release includes numerous globalization enhancements:
- Your date and time notation is automatically managed based on your browser settings but can be overridden in your account settings.
- The UI translation management interface has been significantly improved.

API portal

Home APIs Products Reports Profile

API: Metadata Options API

Download definition Select definition type

API manipulating Metadata Options.

Creates a new metadata option.  
Adds a new selectable option to an existing metadata definition.

Endpoint  
Tags: MetadataOptions

POST <https://artflow-api-management-dev.azure-api.net/metadata-options-api/publicapi/metadata-options>

Try this operation

Request  
Request body

Name	Required	Type	Description
value	false	string	The value of the new metadata option.
metadataDefinitionName	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.

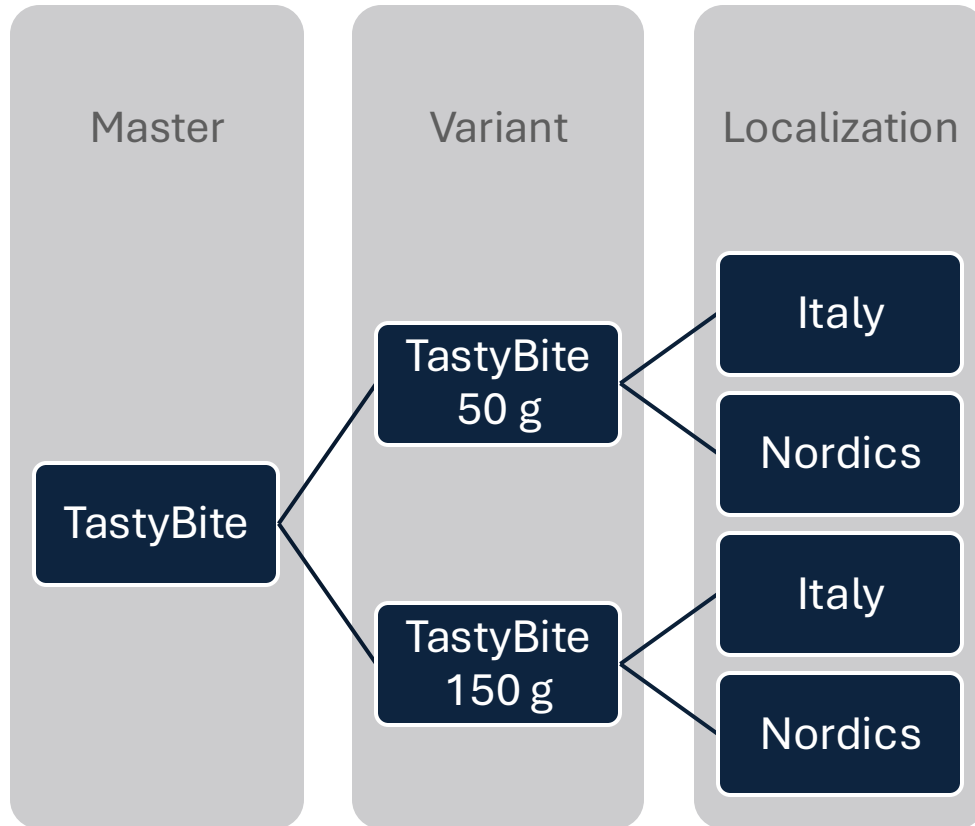
Powered by Azure API Management © Microsoft 2025

## Public API – New & Updated Capabilities

- By leveraging the Artflow Public API, organizations can streamline cross-system workflows, ensure data consistency across platforms, and reduce manual intervention.
- In this release, the main endpoints have been extended with multiple operations.
- For example, the Projects and Jobs APIs allow you to create, search, and update projects and jobs, while also managing their metadata and supporting workflow automation through suspend/resume capabilities.
- Azure API Management provides a significant advantage by adding a secure, scalable gateway with built-in key management and access control.

# Behind the Scenes

## Clone on completion



- Numerous business processes involve multiple interconnected job types that share information such as briefing or copy data.
- For instance, local variants are used once the master artwork receives approval.
- This process is now automated through the “Clone on completion” feature:
  - Child jobs are created automatically using briefing data from the parent job.
  - Data can be copied from the parent to the child jobs.
  - Child jobs have automatically assigned names “TastyBite 50 g Nordics”
  - It is possible to trace each child job back to the original parent job.

# Let's get cracking!



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