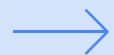


Brandz

Hybrid Software

New Artflow release

Artflow 26.09



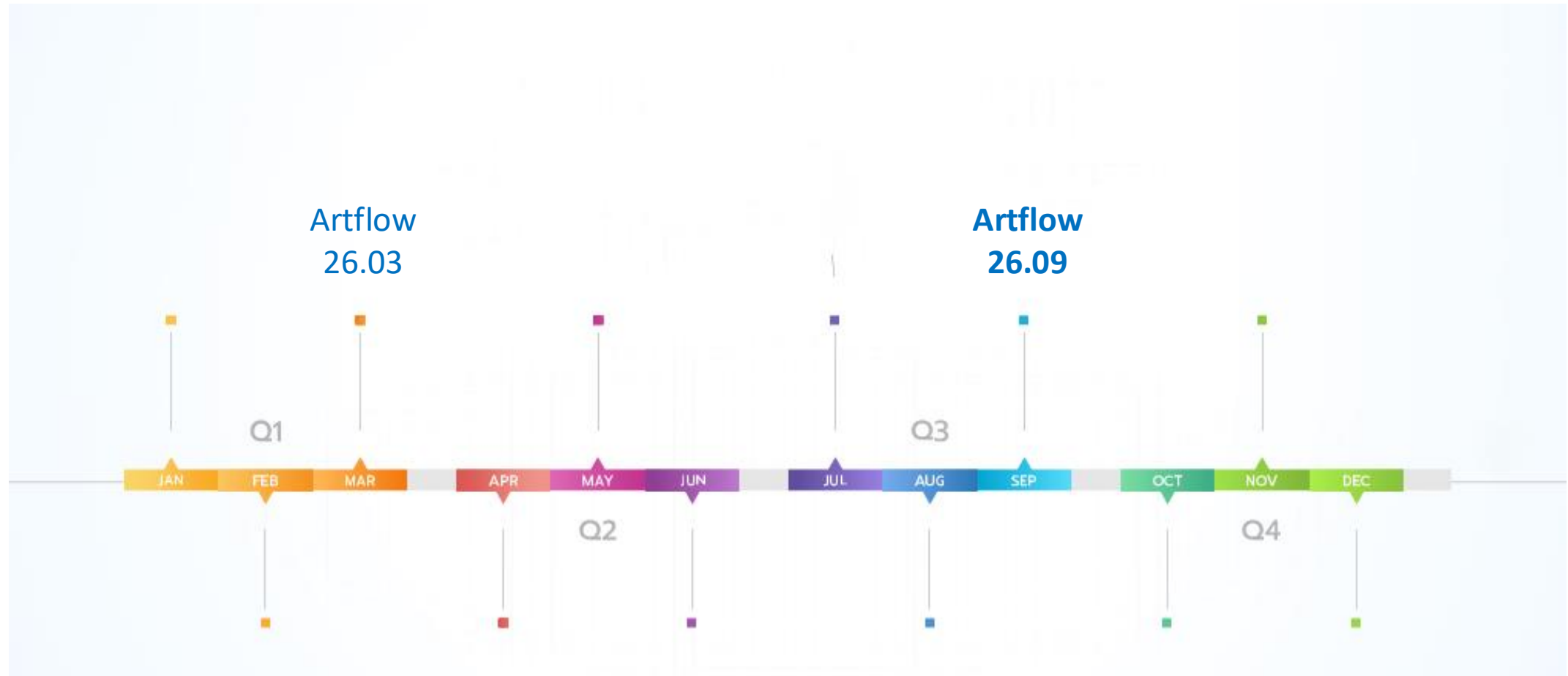
Ben Dekeyser / Vanessa Schneider

Content

- Compliance:
 - AI-Powered Compliance: Faster, Smarter
 - Advanced Validation: Smarter Rules
- Insights: Dashboard 2.0
 - New widgets and configuration options
 - A new admin module
- Enhancements in copy management:
 - Copy sheet versioning
 - Import copy data and enrich
- Varia:
 - Preventing the Use of Outdated Assets
 - AI assisted briefing imports
 - Move jobs between assets
 - Improved search
 - Filter jobs in the project view
 - Enhanced job and task view
 - Linked jobs enhancements



Two major releases per year



Compliance:

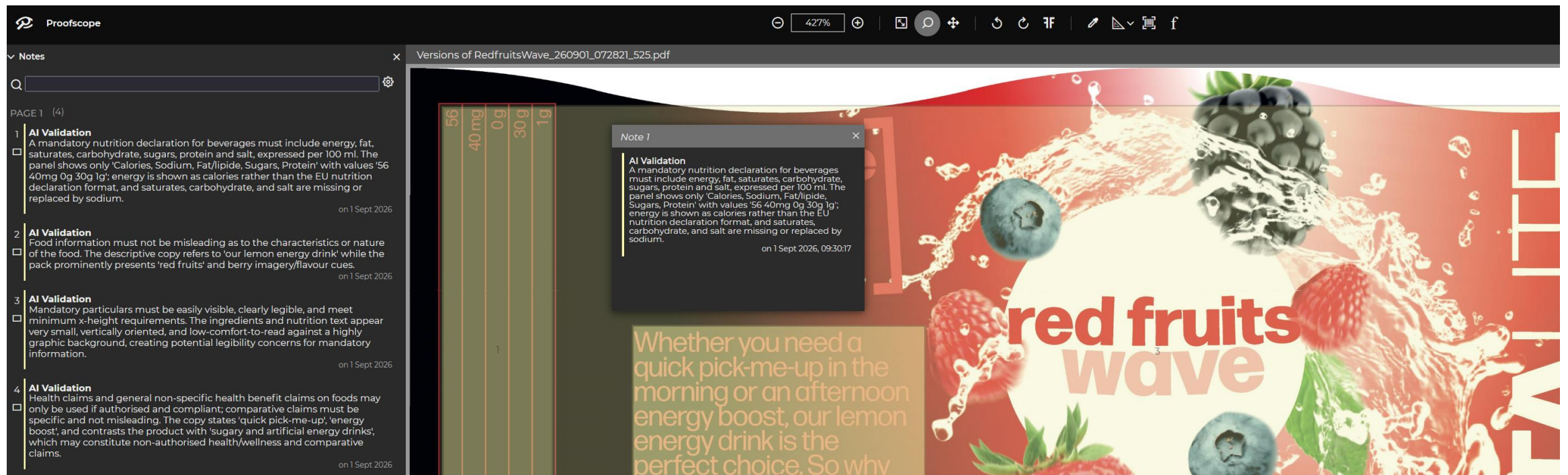
The AI compliance validation tool is embedded in the standard approval process.

Teams can directly act on validation results.

AI-Powered Compliance: Faster, Smarter

Automatic detection of compliance issues

- 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.



Advanced Validation: Smarter Rules

- Data integrity has always mattered during task completion.
 - That's why fields can be required or optional
 - and why they can appear or stay hidden based on other field value
- More advanced validation is now possible:
 - the copy validation rules engine now also applies at the task level.
 - Approval can be blocked based on other fields.
 - File naming formats can be enforced for uploads.
 - ...
- No matter how complex — this validation can handle it.

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. It features a 'Spelling check' section with a text input field and a 'Check spelling' button. Below this, a rule is defined for 'NetContentStatementVolumeAndUnit', stating: 'A "Net Content Statement" must include both a numerical volume and a unit of measurement.' The interface also shows a '2 alerts found' section with two yellow warning icons and text: 'Check whether a "Manufacturer Name" copy element should be included, which is typically required for products originating outside of Europe.' and '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 table with columns for 'General info', 'Sheet owner', 'Created on', 'Languages', 'Brand', 'Brand Category', 'BrandType', and 'Article Number'. The table contains one row of data for 'DOGTOPIA Medium adult'.

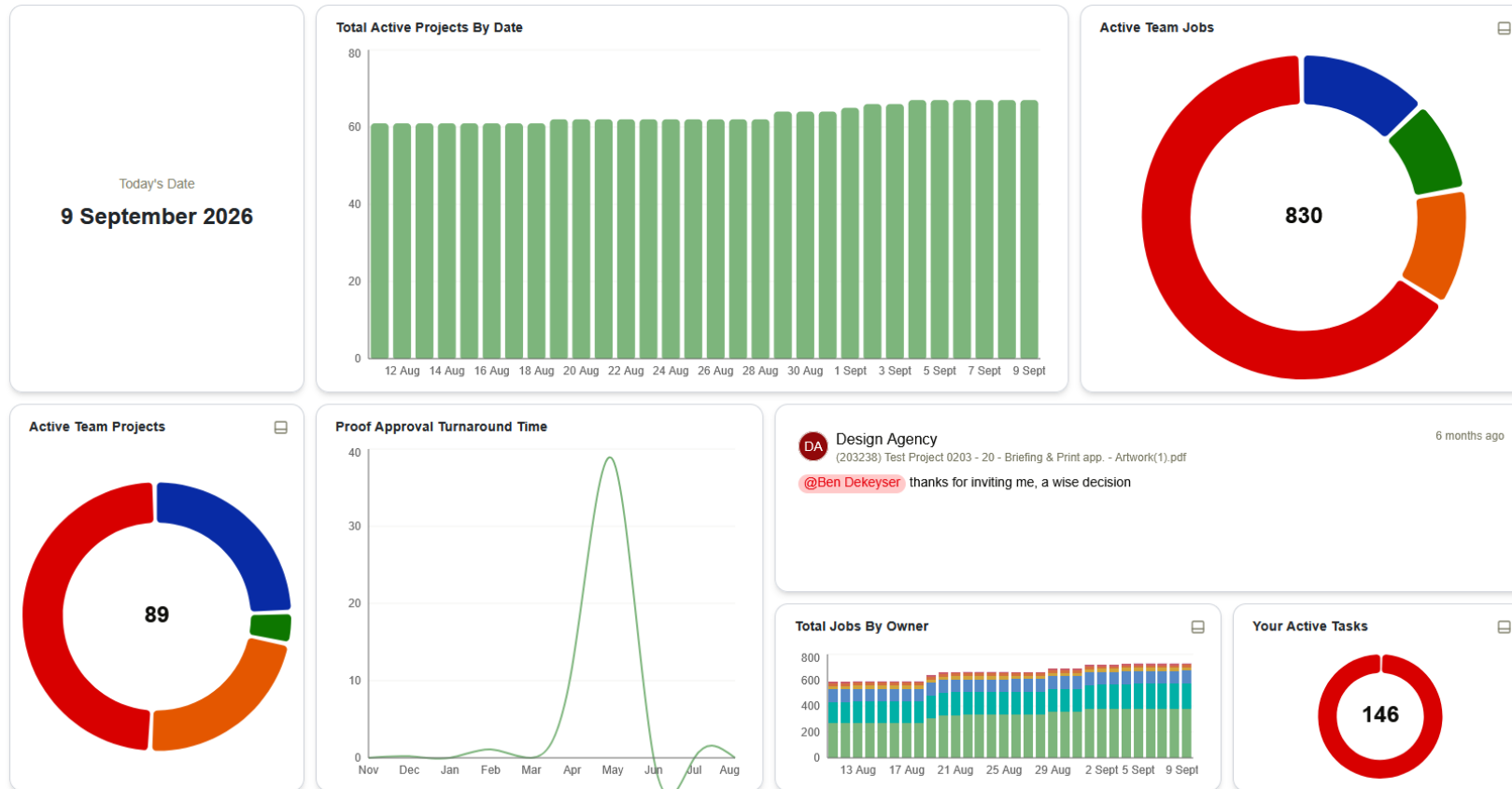
Insights: Dashboard 2.0

Dashboard 2.0 introduces a richer set of widgets, widget customization and a new admin module.



Dashboard

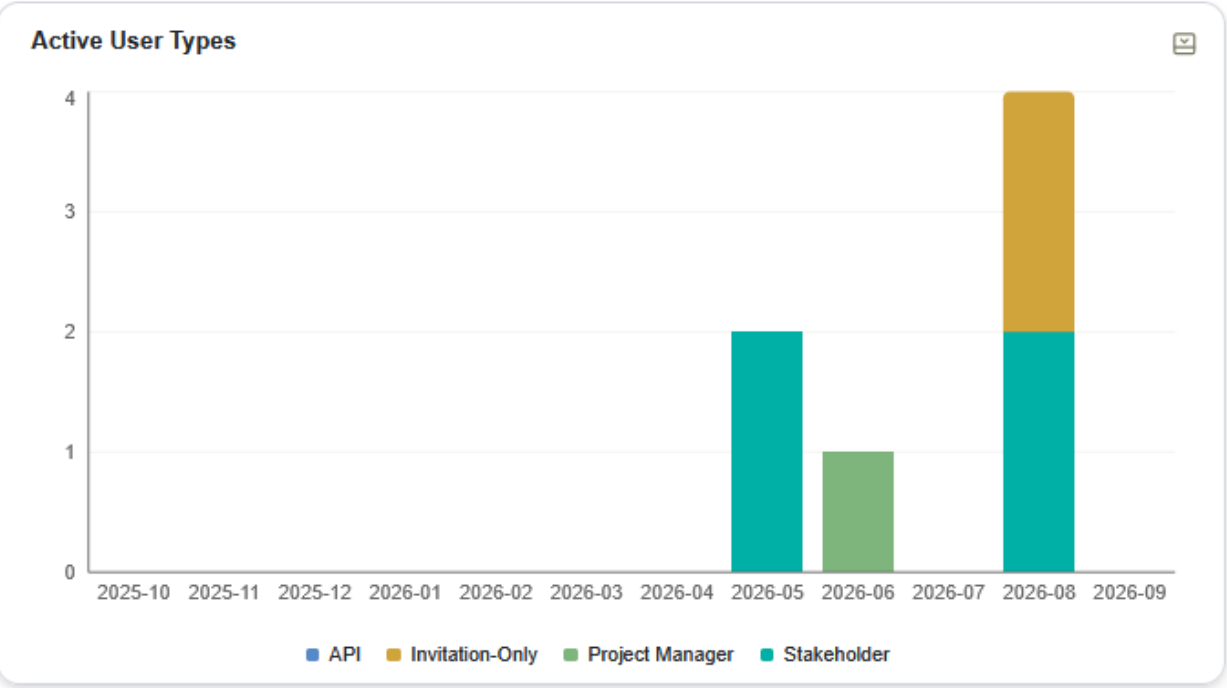
New widgets and configuration options



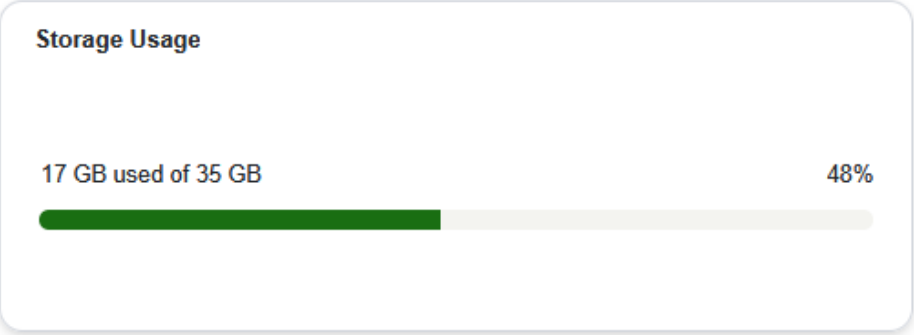
- This release introduces several new widgets:
 - Proof approval turnaround time
 - Average revisions
 - On time delivery rate
 - Average project duration
- To tailor your dashboard, you can sort widgets, filter them, and rename their titles...
- Which widgets you can access is now determined by your permissions in the system.

Admin module

A new admin module, providing insights into user activity and storage usage.



User Contract Alignment			
Role ↑	Actual	Contract Limit	Status
Project Manager	3	5	Within limit
Stakeholder	4	10	Within limit



Enhancements in copy management

With versioning now available for copy sheets, producing a new artwork after a copy change is far simpler: only the modified copy requires validation.

Copy Management 3.0

Copysheet versioning

- Gathering, verifying, and translating copy is streamlined by the copy management module.
- Marketing and legal content, claims, ingredients, and other artwork copy are all supported, along with symbols such as recycling icons, food information, and safety or hazard signs.
- Automated translation powered by AI is built into the module.
- Versioning is supported as of this release:
 - Producing a new artwork after a copy update is considerably faster and better controlled.
 - Rather than revalidating the full copy sheet, teams review and approve only what has changed since the previous version.
 - Validation effort drops, the chance of introducing errors is reduced.

Add New Version

×

Are you sure you want to create a new version of this copy sheet?

☒ Keep current element approval statuses

Cancel

Add Version

⚠ Check whether a "Country of Origin Declaration" copy element should be included, which is typically required for products originating outside of Europe.

Published

YumYum Sweethearts v1

General info

Sheet owner
Created on
Languages

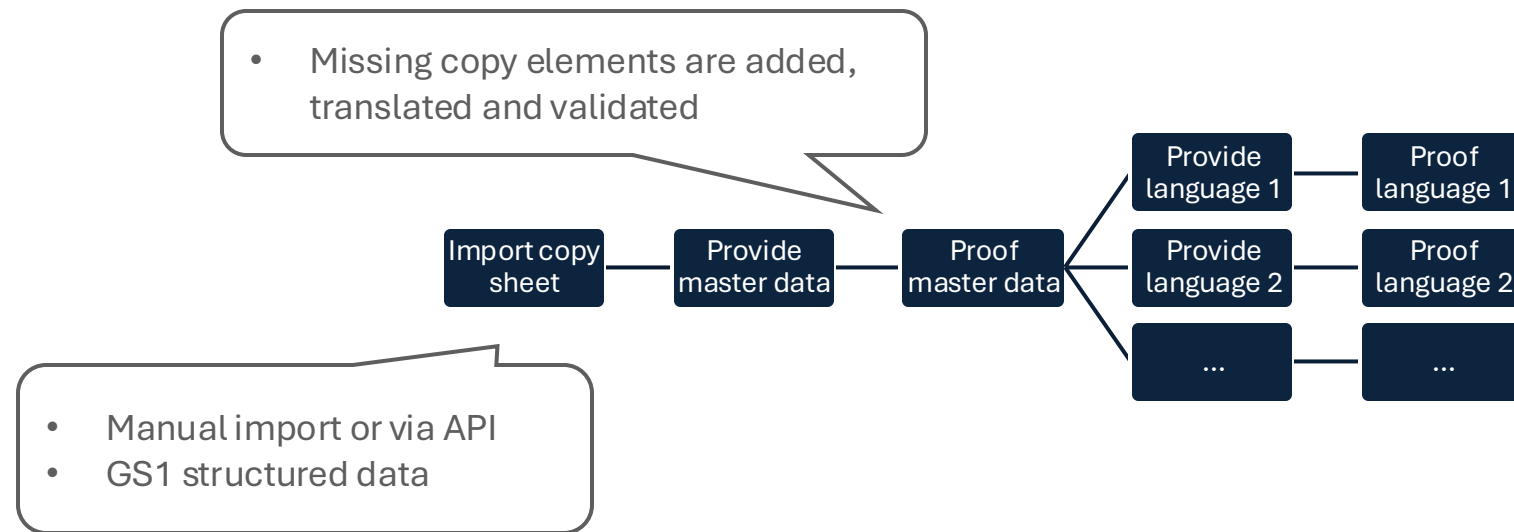
Ben Dekeyser
25/07/2025 10:02:20
English, Finnish

Metadata

Copy Management 3.0

Import copy data and enrich

- Part of the content data already sits in enterprise systems such as recipe management, claims management, PIM, and MDM used across many organizations.
- Artflow's API brings that data across, generating copsheets automatically.
- Enrichment of the imported copy data then takes place inside Artflow:



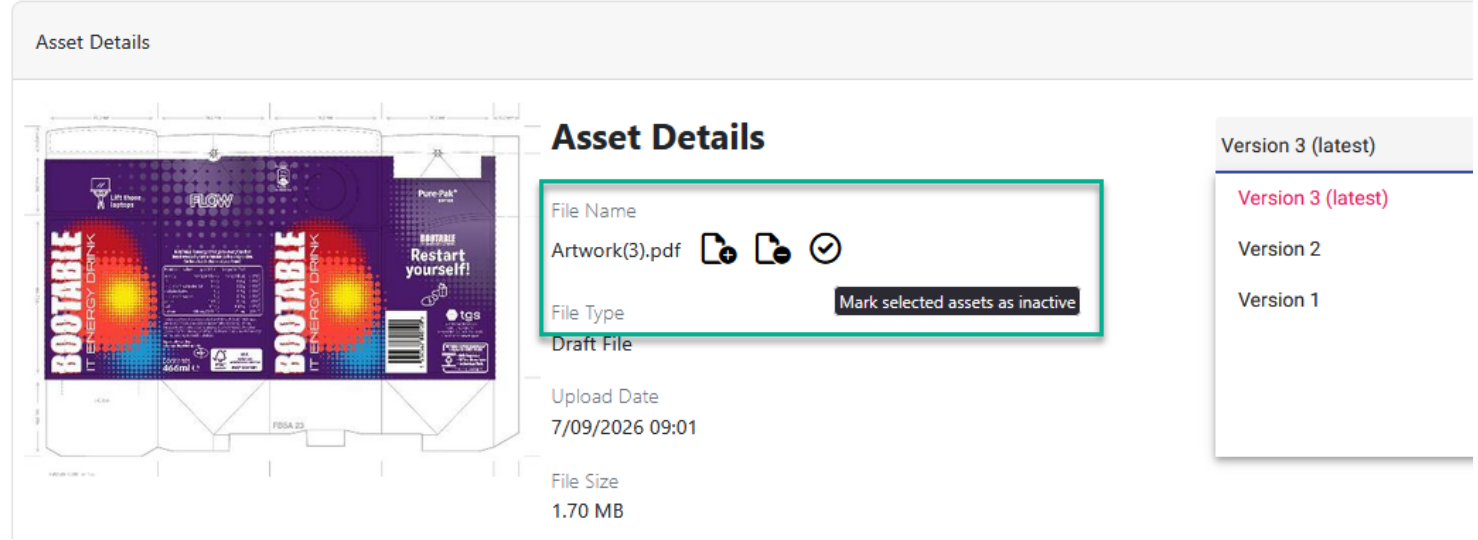
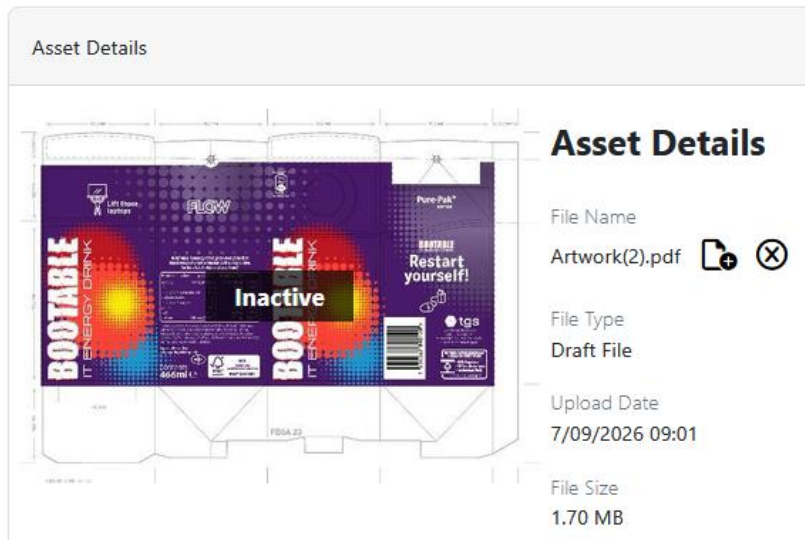
Efficiencies across the asset lifecycle

Discover enhanced asset lifecycle management, efficiency improvements, and advanced linked job capabilities..

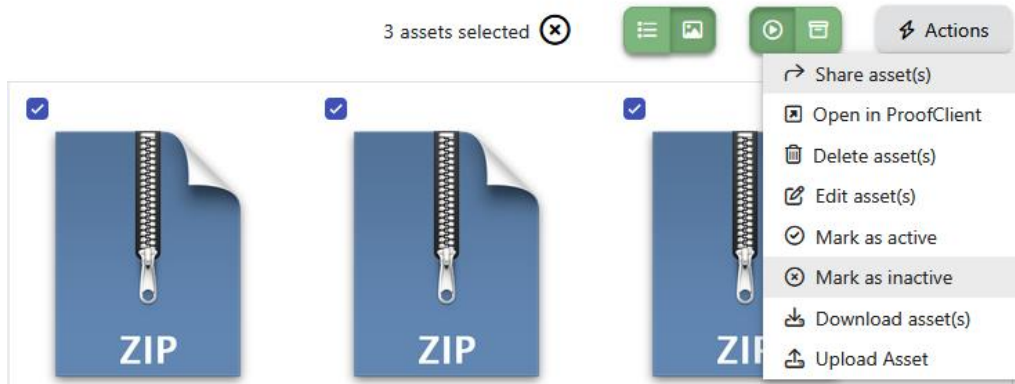
Asset library

Preventing the Use of Outdated Assets

- Every time an artwork is updated, the Asset Library automatically creates a new version, ensuring the latest iteration is always available.
- Assets that are no longer relevant can now be marked as inactive.
- Inactive asset versions can either display a watermark or be hidden from selected users, helping to prevent unintended use of outdated content.



Asset library

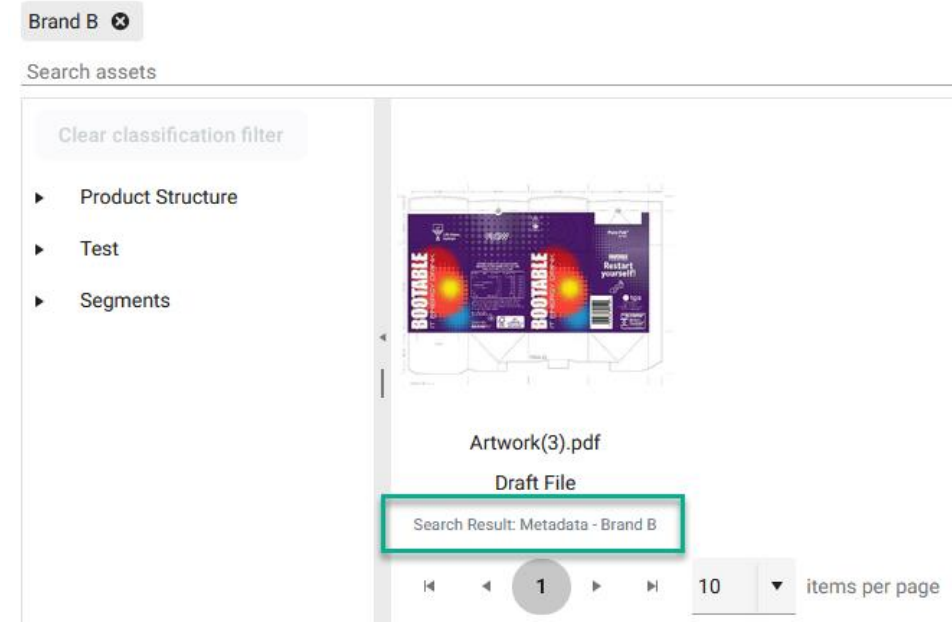


Bulk management outdated assets

- To simplify the management of outdated assets, bulk actions have been introduced, allowing multiple assets to be marked as inactive in a single operation.

Improved search

- Asset search has been enhanced to include all metadata fields, ensuring more complete and accurate search results.
- Search results now clearly indicate why an asset matched a query, helping users find the right content faster.



Ease of use

Hello Product Manager, please fill in the briefing and your artwork coordinator will approve/reject this briefing before sending it to the artwork agency. ?

Copy metadata from other briefings

Import with AI

Finished Good NART *

Artwork Number OLD

Packaging Type *

Select...

Language Indicator *

Select...

Packaging NART OLD

Packaging NART NEW *

Import with AI

Upload a document and let AI extract the metadata for you.

AI may produce inaccurate information. Please review the imported data carefully.

Upload document to analyze

Move jobs between projects

- As ideas evolve, the way jobs are set up within a project may need to change.
- Moving jobs from one project to another has therefore been made simpler.
- The process remains intact when a job is moved.

AI assisted briefing imports

- Copying and pasting data into a briefing form takes time and invites mistakes.
- Within a briefing task, data can now be imported from a range of file formats, with AI extracting the content and completing the form automatically.
- Supported sources include Word, Excel, PDF and mail messages.

Move job 1

Move this job to another project of the same project type

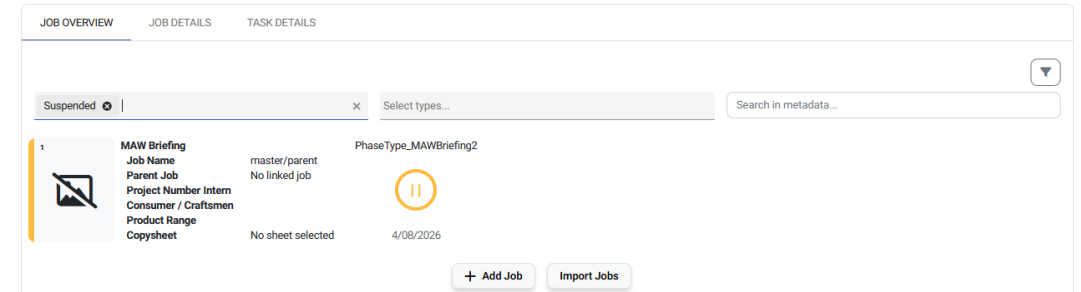
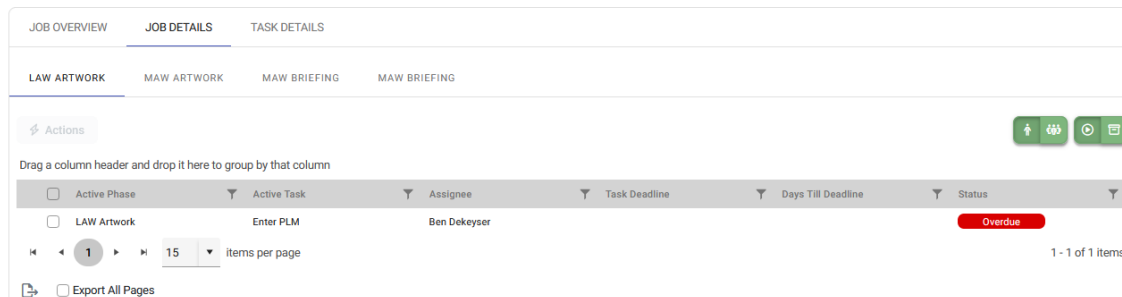
Select a project...

Submit

Ease of use

Filter jobs in the project view

- The project view gives you an overview of all jobs of a project.
- You might not be interested in all of them hence we introduced a filtering option to quickly select jobs from a specific state, type or you could search in the job metadata as well.



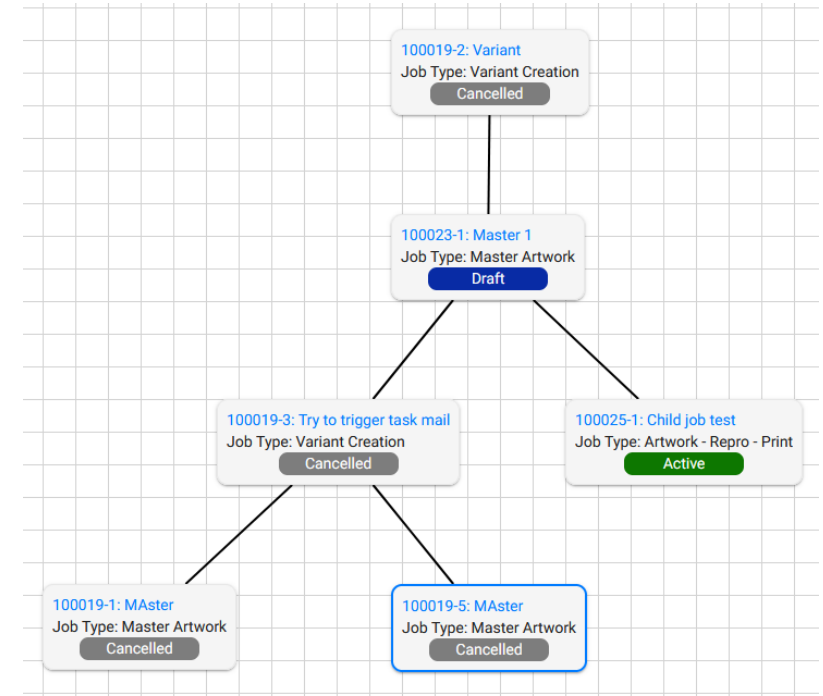
Enhanced job and task view

- Managing large projects that span hundreds of jobs and concurrent tasks presents a challenge.
- To address this, a consolidated view now brings every job and task in a project together, so status can be assessed at a glance.
- Availability is currently limited to enterprise customers working with custom workflows.

Linked jobs

A Swiss Army Knife for Artwork Processes

- Linked Jobs are a versatile feature that can support a wide range of business processes. They can be used to automate asset versioning, link artwork variations to a parent job, or automatically resume child jobs when a parent job reaches a specific phase.
- It is now possible to automate the creation of linked jobs. For example, a parent job can automatically generate multiple language-specific versions.
- Automatically created linked jobs can inherit metadata from the parent job, reducing manual setup and ensuring consistency across participants, agencies, and other shared attributes.
- During file reviews, users can now compare a linked child job directly with its parent job, making version validation easier and more efficient.
- A true "Swiss Army knife" feature that enables powerful automation and process flexibility across the artwork lifecycle.



Let's get cracking!



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