

Goodman Fielder install WebCenter to streamline artwork approval



One of Oceania's leading Food and Beverage brand owners, Goodman Fielder, enhanced their internal packaging, POS and promotional artwork development process with a tailored WebCenter software solution from Esko.

The Challenge

The former artwork approval system at Goodman Fielder could not efficiently manage the increasing number of packaging designs and frequent changes and updates to the artwork.

The Solution

WebCenter, a unique and powerful web-based platform that manages packaging pre-production specification, approval and project life cycle.

The Benefits

- Simple yet powerful user interface, both in the office and on mobile platforms
- Centralized packaging project activity in a few mouse clicks
- All assets are stored in a controlled cloud-based environment, accessible to both internal stakeholders and external design, reproduction and printing suppliers
- Provides both structure and flexibility for the approval process.

About Goodman Fielder

Established in 1864, one of Oceania's leading Food & Beverage brand owners, Goodman Fielder, has its roots and headquarters in Sydney, Australia. They are known for their bread business including Helga's and Wonder White. They also have a presence in Baking, Sauces and Dressings, with household brands such as White Wings, Praise, and MeadowLea. Their production and distribution extends to the food service industry and the private label categories at the major retailers within the Asia Pacific region.

Streamlined packaging artwork delivery, routing and approval


Led by Lorna Thomson, Senior Brand Manager at Goodman Fielder, WebCenter was introduced to Goodman Fielder to replace their outdated artwork approval system. The business was looking for a solution which focused its strengths in the area of packaging. WebCenter met specific objectives to consolidate and centralize the

packaging project activity, and store all assets in a cloud-based environment accessible to both internal stakeholders and external design, reproduction and printing suppliers.

Lorna Thomson comments: "Goodman Fielder needed to more efficiently manage the increasing number of packaging designs, allowing us to streamline any changes or updates to the artwork in an efficient manner via standard web-browsers, both in the office and via mobile platforms such as the iPad. WebCenter was chosen due to its simple yet powerful user interface and its seamless integration with our pre-press and print suppliers."

The benefits of centralized packaging project management

The WebCenter solution allows Goodman Fielder's Brand and Packaging Managers to setup packaging projects in a few mouse clicks, and ensures that all

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Lorna Thomson, Senior Brand Manager



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specifications, images, content and concept files are stored in a controlled environment ready to prepare for final artwork distribution.

Lorna Thomson explains: "Esko provided a comprehensive consulting approach throughout the design and build of the WebCenter solution. They mapped our existing Brand and Packaging delivery process, deploying a solution which allows us to be very flexible in terms of user-experience. WebCenter provides us both structure and flexibility for the approval process and is a key part of our systems to comply with packaging and design requirements as well as continuously improve the packaging experience consumers have with our products."

Driven by Marketing and Compliance the internal teams worked closely with Esko to customize the WebCenter software. WebCenter can be configured to a customer's requirements very easily. Not only in look and feel but also in the behavior of internal business terminology, and in the case of the Goodman Fielder solution,



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WebCenter was setup to enable an easy template driven assignment of approvers and stakeholders based on intelligent mapping of the people involved in specific brands. This ensures that the right person is always assigned to the right product without having to manually select them one-by-one. Roles are filled automatically.

The benefits of online review and approval

Colleagues and suppliers love being able to view and review new packaging artwork files in a modern interface on their desktop, laptop and mobile devices – especially as so many project managers frequently work out of the office or on the road. The WebCenter viewer can easily zoom, navigate, measure and check artwork files for

design, content and print related compliancy. All review activity is logged and stored in WebCenter so there is always a rich audit-trail of everyone's comments and sign-off decisions.

"Being able to provide a simple process for all stakeholders involved to easily view, review and approve artwork files means that we have been able to reduce our packaging delivery lifecycle, ensuring all comments and corrections are 100% visible and traceable for compliancy purposes" Lorna Thomson continues. "No longer do we need to wait for approvers to markup a printed copy, we can simply

review online, whether in or out of the office and we are reminded by WebCenter when approval deadlines are due."

The journey continues ...

Lorna Thomson concludes: "We are looking forward to upgrading to the latest release of WebCenter to take advantage of the latest improvements. Features such as 3D visuals and the ability to delegate approval responsibility will further improve the experience and the efficiency."