

Utilizing SmartStream Designer in creating personalized files for designing packages with an Egyptian identity

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Abstract:

Automated workflow systems provide the ability to perform standardization and analysis during the printing stages, To know the weaknesses or problems facing this procedure and thus overcome them to ensure the flow of the printing process. The workflow can be seen as any abstraction or model of the real work that helps the mechanism of developing workers in the organization to reach the full advancement and the required degree in the work

HP Smart Stream are one of the preprint workflow systems that are used with Indigo printing machines, which is a set of graphic tools that help in finding workflow solutions for print production to meet the needs of the market and provide the applications it needs. It provides a workflow from start to finish. It is an effective and simple tool for variable data printing (VDP) that enables owners of Indigo to increase high value jobs and implement special personalized designs.

One of the most important features of HP smart stream is the mosaic technology, which is a technology that allows creating an infinite number of variable designs from one database and the same pattern (pattern) and makes them from the same family through scaling (controlling sizes, rotation and position...).

Mosaic technology can be applied by using those systems for indigo machines for digital printing to obtain an infinite number of unique designs from the same design of the original file and have the same identity, which is reflected in the local and global market and has a positive impact on the purchasing power of the product. The research dealt with employing one of the modern digital technologies within HP smart stream and for its most important potential in the field of designing packages with an Arab identity suitable for small industries.

Keywords:

Indigo ,Digital Wokflow, Mosaic technology