

# Digital Packaging Strategies

## Newsletter



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## > New Chartbot barcode creation

**X**Change UK and ThePowerXChange.com, have launched the new Chartbot Barcodes for QuarkXPress and Adobe InDesign. Chartbot Barcodes is the only Quark/InDesign barcode package that lets users generate 1D, 2D and postal barcodes directly within variable data extended technology modules without using barcode fonts.

In addition to being variable data compatible, Chartbot Barcodes is print production-friendly. It supports colour separations, spot colours and other features that professional workflows require.

This is a completely new and different way of generating barcodes that fixes many of the problems with traditional methods.

Unlike product specific barcode modules from variable data software manufacturers, Chartbot Barcodes generates a full range of barcode types and works with virtually all variable data systems, including InDesign's built-in Data Merge feature. Users of product specific barcode modules can add Chartbot Barcodes to their existing layouts.

With Chartbot Barcodes, there is no need to reformat a database, compute checksums, or do other data processing. And there is no need to switch out fonts when resizing barcodes.

The software generates 20 types of linear (1D) barcodes, five matrix (2D) barcodes, and six postal barcodes plus several sub-variants of popular barcodes.

## > Web to print for packaging and labels

**NSS has launched** a new version of its web to print platform Vit2Print. The latest version incorporates enhancements and additions that meet the demands of package and label printers. The system can be seen at Labelexpo in hall 9, stand H30.

The software consists of several modules. Companies can select those applications that fit their own workflow. The entire suite offers an all round pre-press workflow solution, however, each module can be used independently.

New in the Vit2Print suite is TransVit, an online translation management application that allows users to work interactively in order to speed up and manage the translation process. A beneficial tool if you think about the multilingual nature of packaging; CorrectVit is an online proofing tool that opens up opportunities to gain efficiency within approval workflows, whilst FormVit allows package and label printers to fulfil the increasing demand for variable data printing. Also new is PhotoVit, a production tool to manage digital assets online.

## > Kodak makes pdf editing easier

**Commercial and packaging printers** looking for a robust PDF file editing solution will find Kodak Prinergy PDF File Editor Software for Adobe Illustrator Software to be a valuable addition to their operations. The new software solution allows users to leverage the power of Illustrator and Photoshop software to affordably and conveniently edit pdf files and streamline the production workflow.

Prinergy PDF File Editor Software enables late stage modification of production jobs, maintaining a complete history of the changes, preserving all file metadata, and

exporting the elements back to the Prinergy System after the editing process.

Minimal training is required to use the software. 'This software brings a new level of efficiency to commercial and package printers,' said Steve Miller, product manager, Packaging and Newspaper Workflow, Kodak. 'It is important for our customers to be able to do more by utilising the tools they already have. This new and complementary solution addresses a common production need by leveraging the best graphic editing applications on the market.'

