

content



Content Management allows for version control of artwork content and provides a lifelong audit trail with a central location for all data, saving time from the start of the project all the way through to final delivery to the printer

Control your input, manage and approve content once and output to all variants!

Content has been developed to provide an automated link between your system and millnet, our workflow management system, allowing artwork automation of deliverables and data extraction for approved copy. Content dynamically manages text and text application, making detailed checking of text on artwork obsolete, as text transfer to artwork is guaranteed to be correct every time bringing savings in cost and most of all time. Content secures the population, approval and application of text, logos and graphics across multilingual packaging, leaflets, websites, eCommerce and social media channels. Your content will even be GS1 compliant from the start!



- Manage, edit and approve your artwork content, before your artwork is created
- Easily manage and control generic content across multiple brands and artworks
- Create your multi-lingual artwork in just 2 clicks!
- Create unique workflows allowing you to assign tasks to other users to validate, edit or translate
- View your artwork and validate the changes you have made instantly
- Easily import and export data from your own systems (Excel, PIM, DAM etc.)
- Your content will be GS1 compliant from the start!
- Take control of your own assets and streamline your artwork creation process!

Working with content-driven artwork has several advantages for you as a brand owner. The main benefit is Content being a single 'source of truth', there is no longer a difference between the data validated and what is on the artwork. Usually the 'Single source of truth' is the artwork, however this is not an ideal situation as artworks are not dynamic. Last but not least artworks are not the best place to approve 'content', it is expensive to make an artwork change. Content can be reused, and it is much easier to drive controlled change to multiple products.

- Structured and hierarchal text management and approval
- Multi-lingual text translations
- Controlled and timely approval processes
- Guaranteed repeatability and accuracy over time
- Accessibility of data that is searchable and reportable
- Extremely cost-effective production of packaging
- Change Management on a global, regional or local scale
- Secure access from anywhere via a browser and the Internet
- Controlled access to functions based on user role and granted permissions

- Easy connections to other systems
- Connect with DAM and Creator to get full control over your content securing your brand equity

“ Pareto shows that 80% of copy is the same. Of the 20% that changes 80% of that is used for other materials, leaving only 4% that is unique to that packaging ”





atom 

CONNECTING YOUR BRAND

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