



Module 6 Introduction to Print for Packaging

Dates: 4 March 2010
11 May 2010
7 October 2010

Location: The Link Room
Antalis Ltd
Gateway House
Interlink Way West
Coalville, Leicestershire LE67 1LE

Trainer: Neil Gordon

Suitable for:

Print buyers, specifiers, designers and marketers

Learning outcomes:

On completion of this unit, delegates will be able to:

- Describe the main production processes, from prepress through to print finishing which are most commonly used for packaging and POS/POP.
- Identify a range of substrates suitable for packaging and POS/POP applications.
- Describe how choice of substrate will affect product performance.
- Identify methodologies for protecting brand values.
- Describe the relevance and importance of design briefs in ensuring the desired result is achieved.
- Describe how “value added” processes can enhance product performance for printers, customers and end users.