This one-day CPD approved course is designed to help attendees gain a real insight into a sometimes complex and jargon-filled business, whilst also ensuring they understand the way in which creative design concepts are translated into printed packaging and how upstream/downstream processes impact on it.

**WHAT’S IN IT FOR ME?**

This one-day course covers:

- Why print and the basics of colour theory
- Print specifications, artwork, reprographics and image carrier production
- Main printing methods of Flexographic, Letterpress, Litho, Gravure, Screen and Digital
- Discussion on fields such as
  - Design, print, packing, inks and substrates
  - Other decoration processes and assuring quality

Both within the packaging industry itself and throughout the supply chain, there is a need to understand the way in which creative design concepts are translated into printed packaging. This course gives you that insight.

This popular course will be held on a packaging site and includes a tour.

**BENEFITS**

- Drive innovation and efficiency in your business
- Provides a level of insight and understanding of the packaging industry that adds real and measurable value to you and your businesses
- Staff equipped to drive development
- Best practice to maximise profit
- Access the experience of the industry