Impact 2010 – Design Solutions for Packaging

Impact is a range of packaging design applications that have been created specifically for companies involved in packaging and point of purchase/display manufacture by market leaders Arden Software. Impact includes the packaging industry's most automated and powerful features for structural design, product development, and 3D virtual prototyping.

Whether you're a sole operator or a multi-national enterprise; involved in short run or high volume production; work with solid board, in corrugated, or plastics; there is an Impact design edition that has everything you need to help you differentiate your company from the competition and make your business more innovative, efficient, productive, and profitable.

Features and benefits:

- **The industry's most powerful and only fully integrated database, delivering maximum performance in virtually any network environment including LANs, WANs and VPNs**
- **Maximum scope to streamline inefficient workflows through integration with enterprise wide business systems**
- **Supports SQL Server, My SQL, SQL Express, Oracle and many other databases**
- **Interactive drawing toolset that enhances usability and boosts productivity**
- **Extensive library of reusable parametric designs for optimal drawing and sample turnaround**
- **Drag and drop design components, which reduce design time and add realism to virtual samples**
- **Advanced 3D modelling and animation tools for fast prototyping and enhanced innovation in presentation**
- **Powerful and efficient layout and tooling design**
- **Comprehensive range of industry standard data interchange options for maximum interoperability with third party software applications and machinery**

THE PACKAGING INDUSTRY'S ONLY DATABASE DRIVEN DESIGN SOLUTION

Arden Software is the only supplier of truly integrated database driven packaging design solutions. Not only is the Impact database where users store projects and manage associated documents (i.e. customer specifications and artwork files), it is also where they can control user access, search for and locate legacy designs, and track revisions. Impact has supported all industry standard databases since its launch, delivering maximum performance in virtually any network environment including LANs, WANs and VPNs. Supported databases include SQL Server, MySQL, SQL Express and Oracle.

The value of the data generated by Impact is greatly enhanced if it can be readily used by business management and ERP systems across an organisation or enterprise. Harnessing the full power of the Impact database will maximise your investment and allow you to make vital information accessible to anyone who needs it, whenever and wherever they need it. Uniquely, Impact will enable you to 'glue' all of your business systems together in one seamless workflow.
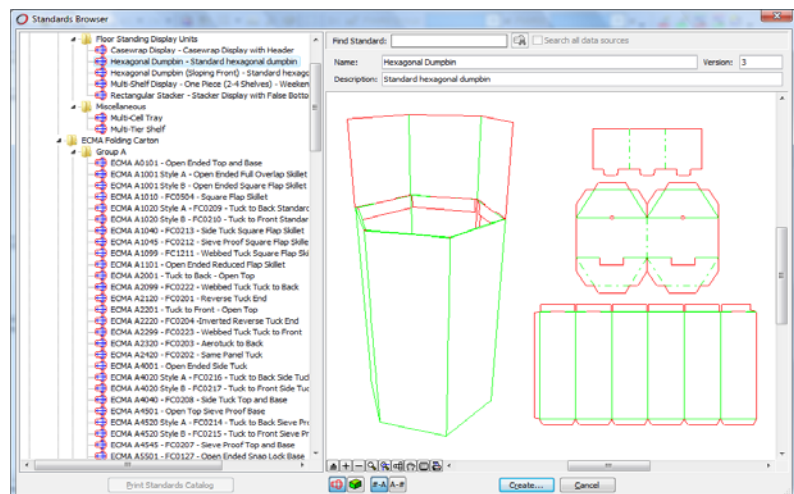
STRUCTURAL DESIGN MADE EASY

Arden Software recognises that different designers work in different ways, so it has created an environment in Impact that can be tailored to suit any preference and make working with Impact an absolute pleasure, whether the user is a seasoned professional or a complete novice.

Impact's drawing and editing toolset is comprehensive, powerful, and fully interactive, enhancing ease of use, providing the user with continuous feedback, and reducing the prospect of geometric error. When used in conjunction with Impact's Design Components, 'from scratch' drawings can be created faster and more accurately than with any other packaging design application.

Once completed, designs are saved into the Impact Database and can be opened at any time for editing or revision. Drawings can be dimensioned at any time in preparation for conversion into a custom standard, inclusion in a drawing specification, or to be exported for a graphic designer to use as a 100% accurate artwork template.

A WORLD OF DESIGN CHOICE

The highest percentage of designs created with any packaging design system will derive from a library standard and used as is, or developed into a bespoke design. Therefore, Arden Software understands that it is of the utmost importance to provide the users of Impact with the most comprehensive range of reusable standard styles as possible.

Impact Standard Libraries boast a staggering 9500 design variations including comprehensive Corrugated/FEFCO, Folding Carton/ECMA, POP/Display, and CD/DVD styles. All variations are available as a set of 'master styles' making it easy to quickly identify the style you want. The possibilities are endless!

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Impact Standard Libraries comprise the packaging industry's most extensive range of parametrically driven corrugated and folding carton styles and are so intuitive that anybody with minimal training can use them. All you have to do is select your desired style and material, input the length, width and depth values and click a button! A host of optional settings are available if required, allowing you to create literally tens of thousands of design variations to suit your requirements.

Impact Standards are created with production in mind and contain everything a packaging company needs to get the most out of its flatbed and rotary presses. All of the most popular styles have been designed to deliver optimal stripping, even at the highest speeds, allowing maximum production throughput.

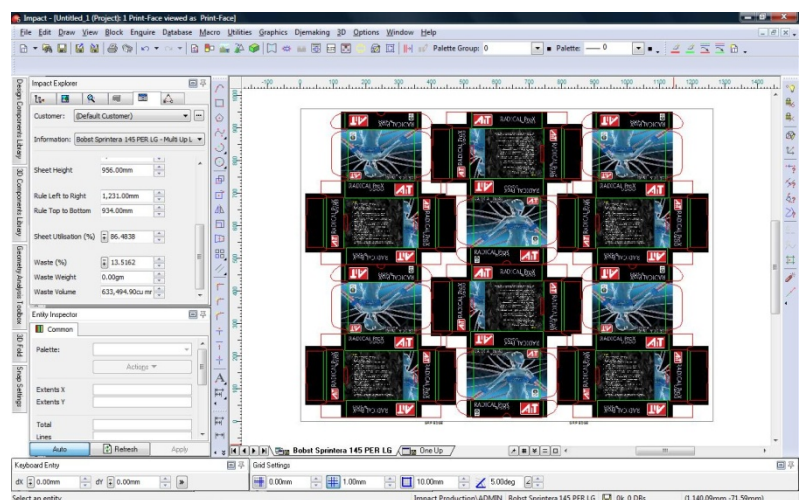**ADD YOUR OWN DESIGNS TO THE STANDARDS LIBRARY**

The Impact Standard Creator allows users to add their own custom styles to the Impact Standard Libraries, or to create a completely new corporate design library if required. The Impact Standard Creator is so flexible that it can create a reusable standard using any structural design, whether created in Impact or imported from a third party application.

Impact Standards work on the principle of dimension driven parametric design, which means that if you can dimension it, and you can parametise it, you can make a standard out of it. Impact's parametrics editor will help you decide where and how to dimension the geometry, and you can add as many or as few variables required to make the standard work correctly. A useful expression builder is included to help you set up simple or complex formulae when calculating the defaults for variables. Creating standards from your own custom designs is well worth the effort, as being able to re-size existing designs will save you hours of work over time.

Impact Standard Creator is unique, in that unlike other packaging design applications, users don't need a crystal ball to know which product line will take off and expand across a range of sizes, as they can begin the conversion from geometry to Impact Standard whenever the need arises.

LOWER YOUR CARBON FOOTPRINT THROUGH INTELLIGENT MATERIAL USE

Impact's Layout Creator feature will calculate the optimum sheet fit and most efficient on-press nesting pattern for any production environment. A range of pre-programmed nesting patterns facilitates the automatic production of one, or multiple, layouts with the single click of a mouse. Whether created automatically or manually, feedback about percentage press utilisation is shown throughout the process, allowing users to adjust

settings and immediately monitor the effects they have in helping to reduce costs through waste reduction savings.
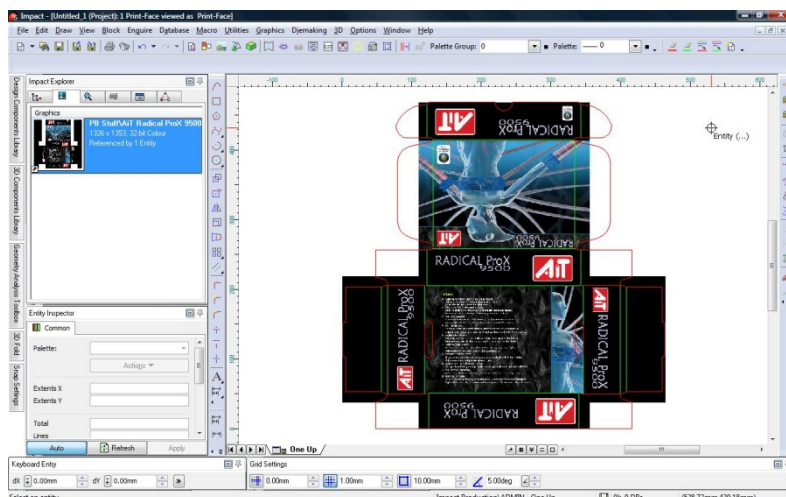
The Impact Layout Creator produces a variety of statistics that are automatically saved into the Impact Database for use in an Impact Report or transfer to a third party business system. Amongst the data generated includes sheet utilisation, waste, waste weight, and waste volume. Completed layouts also display station numbers, press size, sheet size, and grip edge.

Impact Layout Creator is 100% compatible with all industry standard die cutting machinery. Impact users can choose from a pre-defined database of presses, or add their own presses to exactly mirror the production workflow. The addition of your own custom presses is straightforward, allowing you to store characteristics such as sheet size, side lay, back edge, grip edge and material type. Errors relating to orientation are completely eradicated, because single designs are programmed to automatically rotate to follow the gain or flute direction when added to a layout.

A MARRIAGE MADE IN IMPACT

The ability to marry artwork with a structural design is one of the most fundamental requirements of any packaging design application. Accuracy is everything and Impact's integrated Graphics feature makes sure that you are able to check that artwork fits as intended.

Impact includes true Adobe® PDF technology, which means that structural designs can be exported for use as a 100% accurate artwork templates in graphic design applications, such as Adobe® Illustrator and Adobe® Photoshop. PDF export can save individual palette types to separate layers, as simple or compound paths, and with their original colour and pattern characteristics. Geometry is exported with full annotation and palette characteristics, such as cut lines, crease lines, perforations, and varnish free areas, so the graphic user always knows where, and where not to, place graphic elements.

In the matter of just a few key strokes, artwork can be imported back into Impact, in a wide variety of industry standard graphic formats, and located accurately in relation to the structural design. Thereafter, users can produce drawing specifications of one-up and nested designs, or a 3D prototype, inclusive of full print information, which can help to highlight potential print and production problems.

CREATE 3D PROTOTYPES THAT APPEAR REALISTIC ENOUGH TO TOUCH

Good communication is the key component of any successful design process, and there is no better way to achieve good design communication than visually. Every drawing in the Impact Standards Library features Arden Software's 'one-click folding' technology, which takes all the guesswork out of folding even the most complex designs. This means that the production of 'virtual 3D prototypes and samples' using Impact's 3D features completely eradicates the need to waste time and money producing so many early stage samples, because the production of a 'virtual 3D sample' takes just seconds.

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Impact features Arden Software's 3D TruView technology, which enables users to produce packaging prototypes that appear realistic enough to touch. 3D TruView supports a range of special finishes including rule definition, foiling, embossing and de-bossing, Braille, varnish, and true board textures. Impact 3D TruView is an extension to the existing 3D Creator feature and fully integrated into Impact's 3D toolset, which means that there's no need to purchase a separate application to achieve some amazing results! Your customers will see their designs as they will appear in the real world and can check the accuracy and positioning of artwork in relation to the structural design before the design process has progressed too far and costly errors go unseen.
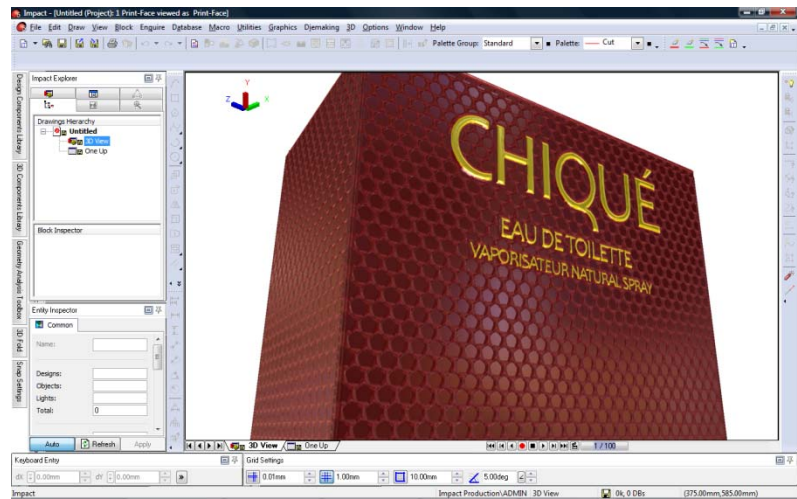
The natural extension to being able to show how a completed design looks as a 3D model is to be able to show how it assembles. Impact's animation feature is easy to use and a simple movie can be produced in just a few minutes. Animating more complex structures such as multi-component POP displays, may take a little bit longer, but are well worth the effort because the results can be spectacular and are often business winning.

When you want to share your animations with customers and colleagues, you can save them in Impact's own animation format and view them using Impact's complementary Viewer utility, or in an industry standard format such as AVI, which can be played back through Windows Media Player.

Impact's 3D Shape Creator feature allows users to produce custom 3D product shapes to aid in structural design, or as part of a 3D model or 3D animated movie. Users can create 3D shapes to represent virtually any product required, from a glass to a bottle, a drinks can to a yoghurt pot, and all much faster than you might think!

3D models can also be imported into Impact's 3D environment in a range of industry standard formats and manipulated in exactly the same way as a model created with the 3D Shape Creator.

Impact's 3D trim tool allows users to work in the 3D environment more than ever before. Now users can see the effects of the design decisions they are taking in the safe knowledge that the result will automatically be applied to the 2D drawing. 3D trim is ideal for creating fast and accurate apertures around products for use in fitments and foam packing and works equally well with models that have been imported, and those created with Impact's 3D Shape Creator.

MAXIMUM INTEROPERABILITY ASSURED

Impact's Import/Export formats include an unrivalled range of industry standard data interchange options to ensure compatibility with virtually any structural design, graphic design, or 3D modelling application.

Impact Import/Export gives the user total control over the import of structural drawings allowing them to map line styles to match those defined by the originating software, ensuring that a cut line remains a cut line and a crease line remains a crease line etc. This improves communication between all of the parties involved in the design process, and eliminates any potential for costly error.

Impact Import/Export filters are available in Standard and Extended sets. The Standard set includes CFF2, DDES2 and IPD4 filters. Details about the filters included in the Extended set can be found at www.ardensoftware.com.

WHATEVER THE MACHINE, IMPACT WILL DRIVE IT

Impact's versatility allows you to customise any output driver to do exactly what you need it to. And it's all possible, because of Impact's intelligent approach to marrying the exact information required to the configuration of a particular device. It doesn't matter whether you have a laser, a sample maker, a counter machine, a plotter, a mount cutter, an engraving machine, a chemical etch machine, or a water jet, Impact will ensure that its always working to optimum performance.

Full feature descriptions are available at www.ardensoftware.com

OPERATING SYSTEM AND HARDWARE REQUIREMENTS

Impact software will run on any PC running Microsoft Windows XP, Windows Vista, or Windows 7, with a Pentium 4 processor or better. If working with hi-resolution graphics, performance may need enhancing by increasing system memory, graphics memory, and processing power.

Impact includes Adobe® PDF Library Technology.

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These example 3D prototypes were created using the Impact Designer Professional edition with TruView technology.

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About ARDEN SOFTWARE

Established in 1988, Arden Software's reputation as a true packaging industry specialist is as global as its extensive international distribution network and large installed user base. A world leader in the development of innovative structural design, manufacturing, enterprise, and workflow management solutions for the packaging industry, Arden Software focuses exclusively on delivering solutions that enable companies to reshape their pre- and post-production activities and help make their businesses more innovative, efficient, productive, and profitable.

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