



TOM STREEFKERK

**colordruck Baiersbronn**

<https://www.colordruck.net/en>

*„Through the consistent further development of our digital business model, the processes could be automated even more as well as aligned for the future. We very much appreciate the cooperative and partnership-based collaboration with CloudLab, as it is always solution-oriented.“*



# Let's Celebrate!

Mit einzigartigen Geschenkideen deine Freunde  
überraschen.

Zur Party!



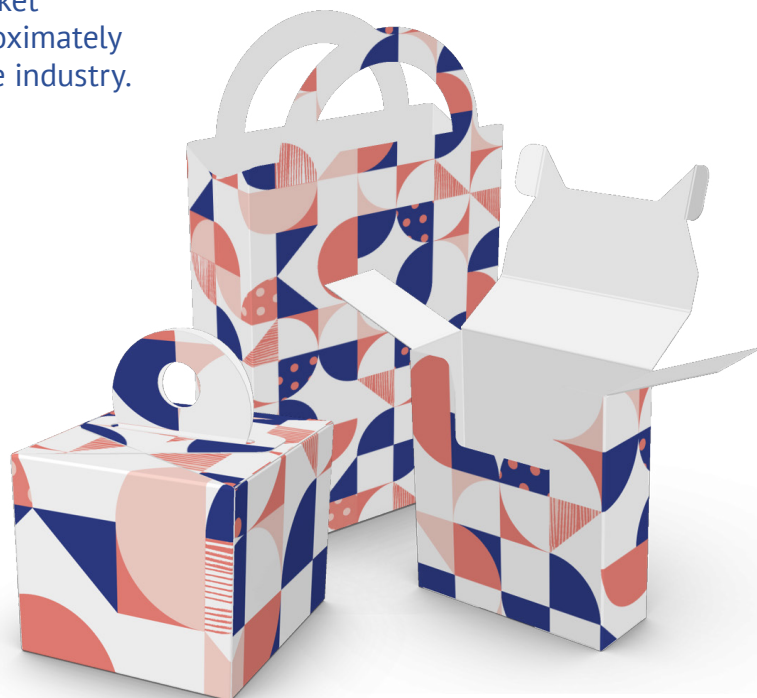
## The customer

B2C-Shop: <https://www.designyourpackaging.de>

B2B-Shop: <https://business.designyourpackaging.de>

Founded in 1954, colordruck Baiersbronn offers customized and special packaging solutions for industrial and commercial companies in the food, confectionery, pharmaceutical and non-food sectors. As a packaging service provider, it is one of the technology leaders in Europe, with advanced development and the highest quality standards.

The company meets the dynamic packaging market with innovation, the great know-how of its approximately 280 employees and 65 years of experience in the industry.





## „Best Friends Forever“



Vorgestaltete Flügelverpackung

Box: L: 66 mm | B: 55 mm | H: 71.3 mm

AUFLAGE

1

> 3,94 € brutto/ St.

WANN SOLLEN WIR DEINE BOX VERSENDEN?

☒ Economy



06.03.2023

☐ Standard



23.02.2023

☐ Express



20.02.2023

**3,94 € brutto**

Voraussichtl. Versanddatum  
Montag, 06. März

In den Warenkorb



## The project

### Trend towards individualization

Back in 2016, colordruck Baiersbronn came up with the idea of setting up a „Packaging Digital“ division alongside the Packaging Production (long runs) and Packaging Service (packaging) divisions. The idea behind this was to set up a separate web store for personalized packaging products in quantities of 1 or more, divided into an open store for end customers and a closed store for business customers. The Closed Shop with login area and business customer account was to offer mainly customizable and customer-specific packaging in small quantities of up to 5,000 units. The end customer store holds the complete product range.

The offerings of both stores were to have the right packaging concept ready for every industry, for every product, and for every occasion. The team was always aware of how important packaging is for the brand identity - as a silent salesperson at the point of sale - as well as for the protection and transport safety of the product.

The aim of the new Web to Pack portal was not only to open up all the benefits of mass customization to business customers thanks to VDP (Variable Data Printing), but also to give private customers the opportunity to design variable packaging products without any prior knowledge. Seamless integration of the software into existing workflows and production environments was also a fundamental requirement. Thus began the search for a reliable partner. colordruck Baiersbronn was finally convinced by CloudLab and their Web to Pack solution packQ - a powerful and state-of-the-art packaging design tool..



# Do it yourself

Verpackungen in kreativer Eigenregie einfach selbst gestalten.

## The beginning of a wonderful friendship

The collaboration between colordruck Baiersbronn and CloudLab began in March 2019. Particularly remarkable: From the start of the project and the first software training in Dortmund to the go-live of the complete system, just seven months passed! The CloudLab team thus implemented the stores in an incredibly short time. Since the launch in October 2019, they have also been supported by CloudLab and continuously developed further in cooperation with the customer.

Particularly relevant for the implementation was the custom design theme, which was developed by the design agency Silberpuls from Berlin. In parallel, the team of CloudLab took care of integrating the theme into the new store environment - including stylish UX design and an appealing UI.

Responsiveness of the Web to Pack portal was also taken into account. Because more and more users are accessing websites with mobile devices, the web design was based on a 'mobile first' approach. All elements of the store environment were first developed for mobile use and then optimized for the desktop. Attention was paid to a suitable arrangement of the products, the various filter views and, of course, the general usability.

DesignyourPackaging

Alle Produkte

Anlässe

Do it yourself

Service

Q ...im Shop



HIER ZUM B2B-SHOP



## Konische Faltschachtel "Rosette"



Konisch zulaufende Verpackung mit Steckboden und Rosettenverschluss

Box: L: 82.5 mm | B: 60 mm | H: 90 mm

### AUFLAGE

1



3,94 € brutto/ St.

### WANN SOLLEN WIR DEINE BOX VERSENDEN?

☒ Economy



31.03.2022

☐ Standard

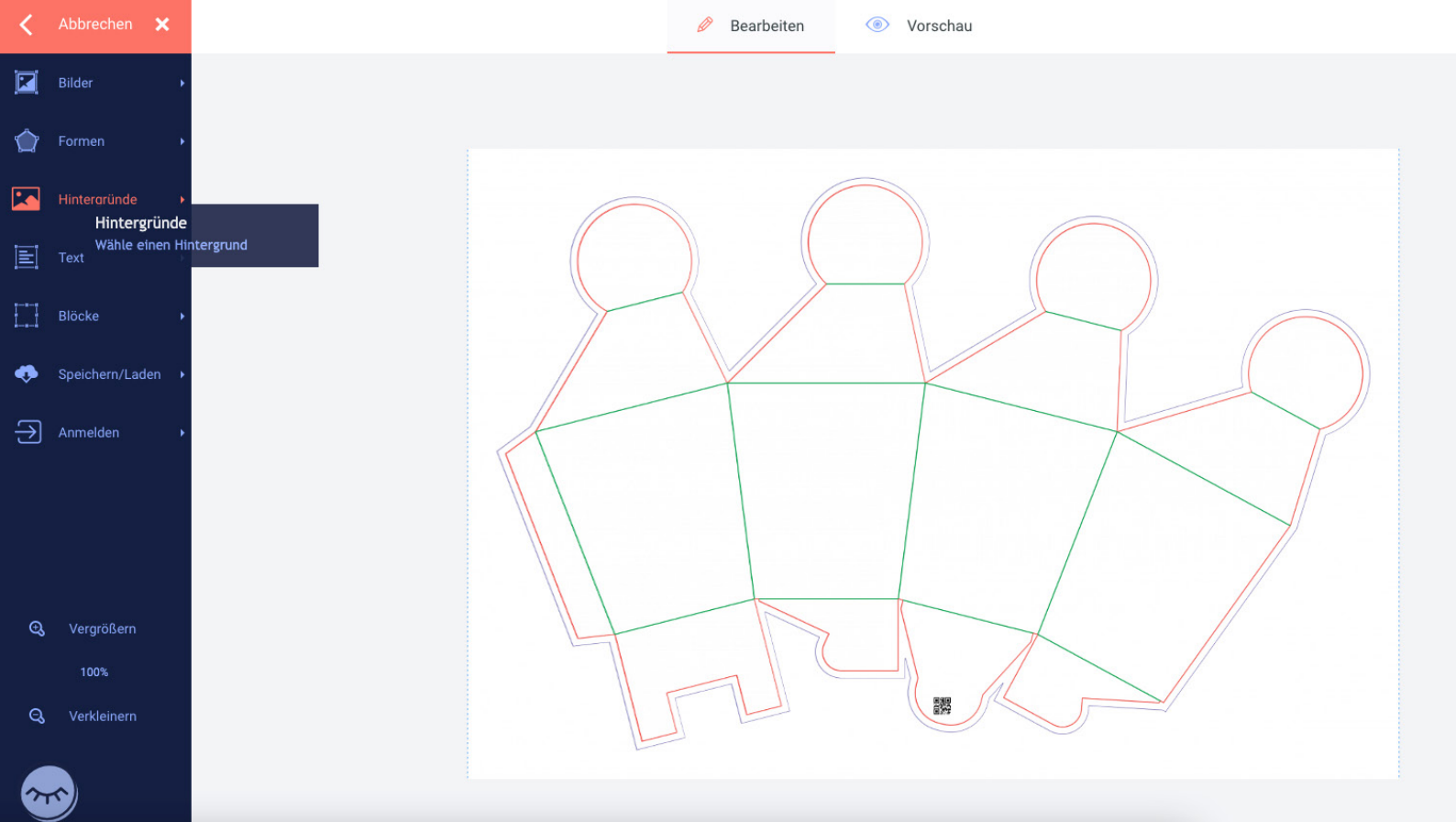


22.03.2022

☐ Express



17.03.2022



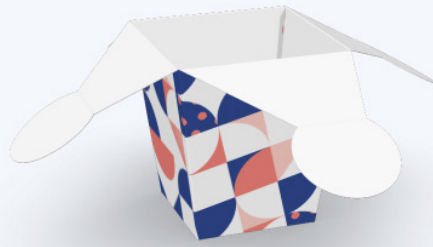
# Implementation

## Connection to the Workflow Manager

Integrating all the products into the new system was already a major task - then linking them via interface to the „Symphony“ workflow system from ctrl-s was another. ctrl-s is a software developer from Stuttgart that specializes in the digital transformation of print shops. Cloud-Lab developed a new ctrl-s interface for the project that seamlessly integrates packQ with the workflow manager. The interface controls print jobs and the corresponding status messages are fed back to the store. After its implementation, a strategic partnership even developed between ctrl-s and CloudLab, which to this day offers benefits to customers of all sizes.

The packaging designer from CloudLab is used in both stores. With the modern HTML5 designer, users can edit products directly and make adjustments. Functional cross-platform tools are available for precise design, labeling and approval of the print data. Thanks to the 3D preview, work is always done directly on the print product: „What You See Is What You Get“ in its purest form.

packQ from CloudLab is based on a revolutionary mass customization technology that simplifies the complex and costly process of customizing and ordering packaging products. Cloud-Lab's proprietary cloud-based WebCAD system is used for this purpose. With the CAD solution, colordruck Baiersbronn can define packaging designs with individually configurable sizes and offer them to customers. It is also possible to modify the architecture of existing packaging products from the FEFCO/ECMA catalog. And because WebCAD is a CloudLab solution, the complicated integration of an external CAD system is eliminated.



# Konische Faltschachtel "Rosette"



Konisch zulaufende Verpackung mit Steckboden und Rosettenverschluss

Box: L: 82.5 mm | B: 60 mm | H: 90 mm

## AUFLAGE

1



3,94 € brutto/ St.

## WANN SOLLEN WIR DEINE BOX VERSENDEN?

☒ Economy



31.03.2022

☐ Standard



22.03.2022

☐ Express



17.03.2022

Once implemented, packQ provides a high-resolution 3D preview of all packaging and extremely fast loading times.

After design in the editor, the print data is created fully automatically by packQ, prepared and sent to the Callas Preflight software, which is perfectly matched to the workflow, without any further manual intervention. This optimizes the received data for the further production process and ensures consistent quality control. In summary: Designs can be quickly released for print production and design development times are significantly reduced, resulting in enormous cost and time savings.

For the innovative shopping cart division according to production times, delivery times are incidentally automatically calculated in the shopping cart and displayed to the customer. If the delivery address is abroad, a new delivery time is calculated automatically.

In October 2019, colordruck Baiersbronn went online with the webshop [designyourpackaging.de](https://designyourpackaging.de). Thanks to the collaboration with CloudLab, the store is clearly laid out, offers many functions and a clearly structured ordering process for individual packaging products.