

# Textures

## Approve content once and for all

Manage the storage, collaborative approval and translation of your packaging content via the web using Textures software to deliver robust content management

Avoid pitfalls, and don't make mistakes!

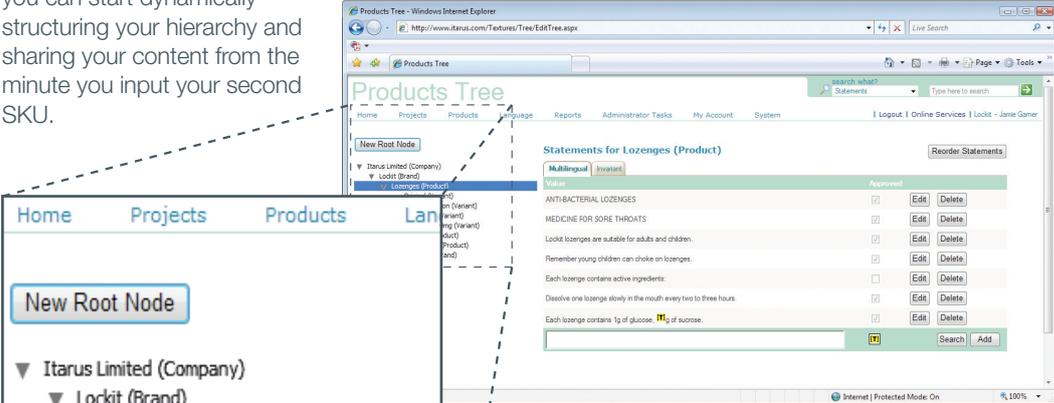
Don't waste your time repeating work you've already done

Control, manage and approve content ONCE

Global packaging development is a complex process. Your content can be hard to find, store, approve, translate, update - and sharing this can bring many pitfalls. We make a point of simplifying this complex process for you, by structuring then managing and auditing content using Textures.

Textures allows you to structure your business statements so you don't repeat work that you have already done. Also, it won't let you waste your valuable time translating text that your business doesn't need or hasn't approved yet. You start by providing Primary Statements in the software and approving them. Then by maintaining Master Documents, you publish these approved Primary Statements for translation and approval, building your library of Secondary Translations. How?...

Enter your Primary Statements into your Product Tree using Textures innovative hierarchical approach. The software will save you time by finding same or similar statements, prompting options for promotion to the highest unique level. This means that there is no need for complex, time-consuming analysis and you can start dynamically structuring your hierarchy and sharing your content from the minute you input your second SKU.



The screenshot on the left shows the hierarchical Product Tree. This is fully configurable by you and is where you enter your Primary Statements and phrases. A typical hierarchy might be Company, Brand, Product and Variant. A statement (such as head office address) allocated to the Company node is available to all the lower nodes whereas a statement (such as a flavour name) allocated to the variant node is only available to SKUs created for that variant. By allocating statements to the highest possible node, you can see that statements exist only once, are approved for use once, and are translated once, saving you lots of time!

Statements exist only once, are approved only once, and are translated only once

Stay legal and compliant, managing updates simply

Do you still 'copy and paste' to artwork?

Stay legal and compliant by maintaining the approval status of Primary Statements in the safe knowledge that the software will maintain a dynamic relationship with Secondary Translations for you. This feature becomes invaluable where the use of multiple languages occurs and version control of these could easily be compromised. Not only this, Textures knows all Products and therefore SKUs that use each translation so managing updates becomes a simple and rapid process.

A Textract is the key to establishing the link between your pre-approved translations, logos and addresses to your packaging artwork. You've already profiled your Primary Statements and collated them into a Master Document so it's reassuring to know that if you want some text to be bold on your artwork that's exactly what you'll get! Textracts are intelligent, structured xml outputs and so are very easy to share across all media including your packaging, leaflets and websites - without the risk of mistakes.



Extend a product range with ease; perhaps as little as 5% of text changes

Ordered lists and dictionaries

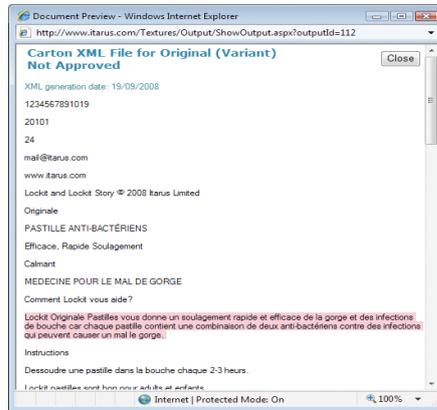
Dynamic and synchronised approval status of translations

Global language support

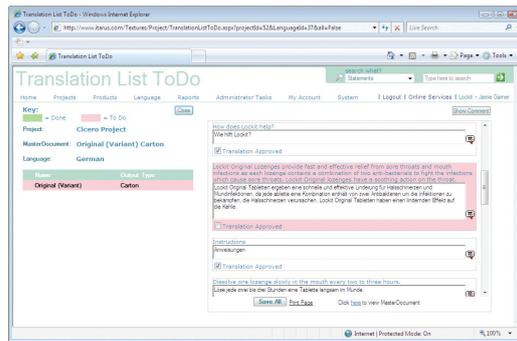
Easy to configure translation projects

Let Textures become the Content Management expert in your business

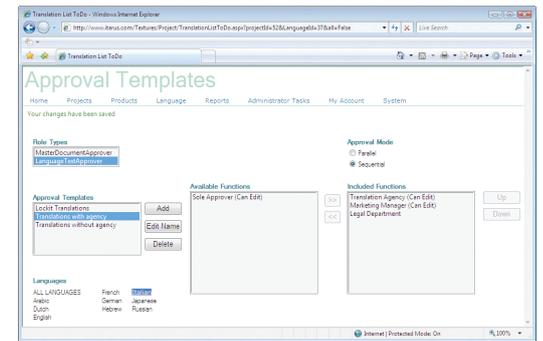
Glossary of terms that we use in Textures



▲ You can preview the content and status of any SKU. The software collates content inherited from all the relevant nodes and displays these to you. A Textextract is an XML file that can be directly integrated to your packaging artwork... no more copy and paste errors!



▲ Each user is presented with a simple To Do List; a clear view of just the Primary Statements to be approved or the translations that are required.



▲ Fully configurable Approval Templates are used to specify the team that will undertake the project by presenting a To Do list which is determined by your role.

Ways of working will vary across businesses from country to country, as will roles and functions. Approval Templates can be configured to help you manage even the most complex translation projects. Tailored To Do Lists are presented to Approvers with the translations required clearly highlighted. Dialogue between approvers is managed through the use of "comments" and this coupled with a comprehensive Status Report provides a complete overview of the work going on.

Rest assured Textures will always be keeping one eye on your Product Tree; so if your Primary Statements change, your translators will know!

Approval Templates	A template that automatically applies all required approvers to a project
Approvers	Users responsible for the approval of Primary or Secondary content
Dictionaries	A central store of words or phrases with their translations, mainly ingredients
INCI list	The International Nomenclature of Cosmetic Ingredients, abbreviated INCI
Master Documents	A collection of content including Primary Statements required for a product
New Product Variant	A range extension, for example, a new Lime flavour alongside Lemon and Orange
Primary Statements	A statement in your international business language, often English
Products	A single product in this context can be packed in a multiple number of SKUs
Product Tree	A business product hierarchy. For example Company > Brand > Product > Variant
Secondary Translations	A translation offered against a Primary Statement
SKU	Stock Keeping Unit. A unique item in a business inventory
Textextracts	Textextracts are intelligent, structured xml outputs; for packaging, leaflets and websites
ToDo Lists	A personal list of required tasks
Variable Data Tokens	For example: This product weighs Xg, Yg, Zg where X,Y and Z are variable

