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# Kallik Veraciti™

## Enterprise Labeling and Artwork Management Software

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End-to-end cloud-based artwork and labeling solution designed specifically for complex enterprise organisations



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Kallik is the world's leading vendor of artwork and labelling management software. By automating the creation and updating of labels and artwork, Kallik Veraciti™ ensures total regulatory compliance, enables a faster speed to market, and provides global scalability and standardisation.

Working with multi-billion dollar enterprises across the FMCG, medical device, pharmaceutical, life sciences, chemicals, oil and lubricants industries, we provide users with complete visibility of their artwork and labelling process, driving rapid change management and reducing time to market.



## Global Digital Transformation



## Total Regulatory Confidence



## Reduced Time to Market

# How Kallik Veraciti™ Can Help You

Kallik Veraciti™ is specifically designed to help large, complex organisations in highly regulated industries to standardise and scale their global artwork and labeling operations. Built entirely on the cloud, Veraciti™ gives you a single global platform, fully digitized contents and workflow, and interoperability across whole ecosystems.

With automated real-time review and approval and global audit power, Veraciti™ gives you total regulatory compliance across your whole enterprise.

Reap benefits to your bottom line with automated change management and AI-driven data and content take-on enabling you to greatly reduce your time to market.



## 100% On the Cloud

Unlike other solutions, Kallik Veraciti™ is built 100% on the cloud, for the cloud, giving you access anywhere around the world in real time. Enhance collaboration between teams and gain full visibility over your artwork and labeling process.



## Artificial Intelligence Enabled

Taking advantage of the latest, cutting-edge technology, Kallik Veraciti™ utilises machine learning and artificial intelligence to rapidly speed up data and content take on, onboarding your organisation faster and delivering results quicker.

Designed specifically to help complex, highly regulated enterprise organisations

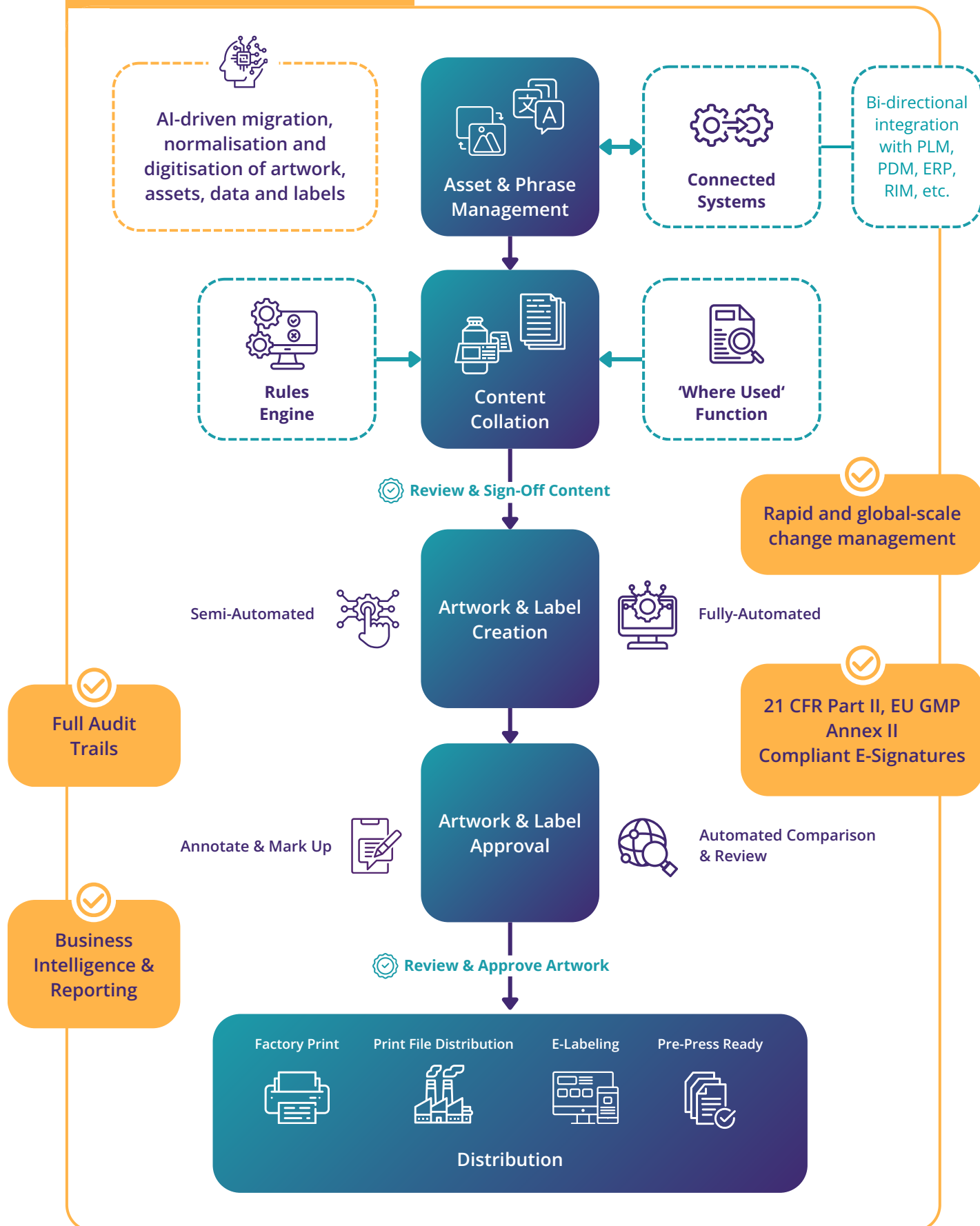
**KALLIK**

# Kallik Veraciti™

Enterprise Labeling & Artwork Management Software



## System Overview



# Solution Overview

## Asset & Phrase Management

The Asset and Phrase Managers contain the individual building blocks of all labels and artworks in Veraciti, such as icons, phrases, symbols, translations. Users can organize, pre-approve and reuse these assets in one central location, maintaining complete version control and audit trails.

The ability to pre approve assets and phrases before they are used ensures that every individual part of the artwork is compliant with the regulatory requirements. Furthermore, Veraciti supports all languages, so individual translations can be stored, managed, updated and version controlled.

Once artworks and labels are completed and approved, they are also automatically stored in the Asset Manager with full version control, audit trails and metadata.

## Connected Systems

We recognize that Veraciti is often part of a larger ecosystem of interconnected systems. Our bi-directional integration with PLM, PDM, ERP, RIM and more systems offers huge benefits in terms of compliance, visibility and control.

We offer proven standard integrations out of the box and we work with our customers to ensure that the right connections between systems are in place.

ORACLE

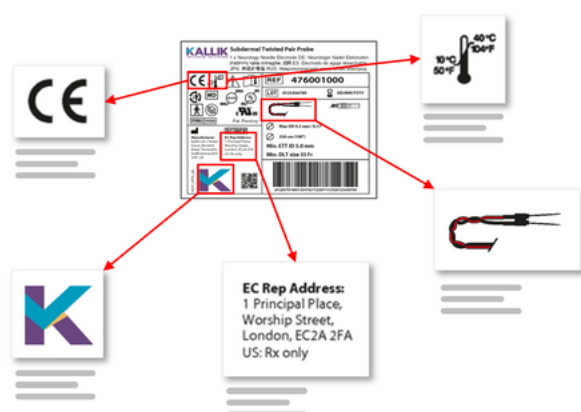


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## Content Collation

Content Collation is where the assembly of all of the components and data required to create a new label or artwork occurs, beginning the process of creating a new version. Veraciti enables cross department collaboration and ensures that the content aligns with the needs of all of the relevant teams, from marketing, regulatory, legal and beyond.

Individual items of content are stored as Assets and version controlled in the system (images, logos, text, translations, symbols etc.) Assets are “tagged” and associated with containers on smart digital templates. The templates are stored as an asset in the system



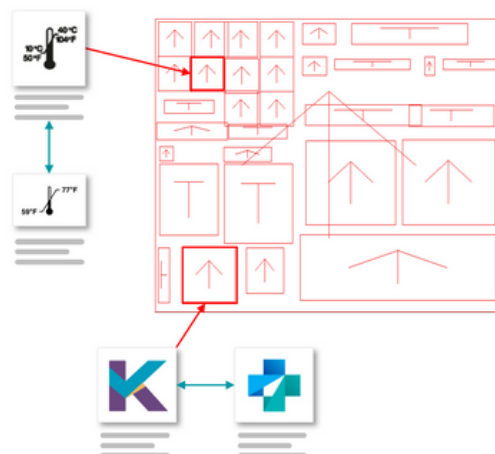
## Standardising Assets

Assets can be associated with multiple containers on different templates. This gives the ability to reuse the one version controlled asset rather than create different versions of the same asset



## Smart Digital Templates

Assets can be associated with multiple containers on different templates. This gives the ability to reuse the one version controlled asset rather than create different versions of the same asset, helping you to maintain brand consistency, avoid errors, and rapidly speed up replacement of assets over multiple labels.



“Kallik’s ‘Where Used’ function enables us to search and locate artwork files, logos and phrases impacted by regulatory changes at the touch of a button.”

MARY KAY

Emma Polman,  
Creative Business Packaging Manager

## ‘Where Used’ Function

The ‘Where Used’ function is a key feature in helping to maintain compliance. It has the ability to identify specific components and recognize every artwork or label where they have been used previously.

With ever-changing regulations, this makes the process of making bulk changes to icons, images and phrases seamless, both facilitating and accelerating the process of achieving regulatory compliance.

## Rules Engine (Intelligent Design Engine)

The ‘Rules Engine’ drives the automated population of content to help drive regulatory compliance across labeling and artwork activities. Using pre-configured rules, Veraciti will ensure that key regulatory phrases and symbols are populated into the correct fields based on the rules being applied.

This means that users do not require local regulatory knowledge and there is no need to supply the same information each time they create a new project.



## Automated Artwork Creation

The Artwork Creation stage is where the artwork truly comes together, providing the user with a visual representation of the finished label or artwork. Veraciti offers two options to accelerate artwork creation:

1

### Automated Artwork Generation (AAG)

Automated Artwork Generation (AAG) dynamically assembles the chosen pre-approved content. By using intelligent pre-approved templates to automatically generate the artwork, the need for human input is removed, reducing the risk of errors as well as rapidly decreasing project completion times. Labels or artworks are created within seconds rather than days.

2

### Veraciti Cascade

Alternatively, Veraciti's Cascade provides artworkers and designers with the opportunity to have full control over how the label or artwork components are used. Cascade streams the approved content directly into Adobe InDesign or Illustrator, giving 100% confidence that the content will be accurate and that nothing has been missed from the finished label or artwork.

## Artwork Approval

All artworks and labels in Veraciti must be approved before they are made available for use. Veraciti allows approvers to mark-up the artwork or label with annotations and comments, enabling clear communication and collaboration between users.

The comparison tool can be used to identify the differences between the two versions so approvers can focus on reviewing the changes and not waste time reviewing the entire artwork or label.

Once the artwork or label has been approved, the latest version is stored in the Asset Manager, with full version history and change log complete with a 21 CFR Part 11 / EU GMP Annex 11 compliant electronic signature.

“Veraciti's artwork approval process represents one of the most mature and complete quality processes across the entire Integra organization. It is now the quality benchmark against which all other processes are measured.”

INTEGRA  
LIMIT UNCERTAINTY

Matthew Collins,  
Vice President Global Quality



Get in touch with our expert team today!

Book a demo

## Distribution

The final stage of the process is distribution. Labels and artwork can be printed directly from Veraciti, sent to a third party printer or sub-contract manufacturing company. Veraciti will only allow the final, approved version of the label to be printed or distributed, ensuring that regulatory compliance is maintained and human errors are avoided.

A full print history log is available on a global basis and print activity can be easily reported on using Veraciti's Business Intelligence capabilities. Through integration with ERP or other manufacturing systems, print variable run time data such as the LOT number or product expiration dates is automatically populated without the need for operators to key this in manually. Veraciti also supports e-labeling in order to cover all aspects of label and artwork distribution, and production of pre-press ready files for the end-to-end pre-press process.



“*Veraciti was a key enabler in driving down complexity in the print supply chain.*

*It has also enabled us to increase artwork production capacity without increasing numbers of staff.*

*The ability to ensure exact placement of graphics means that we can leverage greater return from investment in print plates through their re-use.*

”



Henk-Jan Van Pesch,  
Chemicals Commercialization  
Lead for Europe

[Read Case Study](#)

## Empowering global companies to be more **compliant, efficient, and dynamic**



MARY KAY®



**Honeywell**

**Teleflex®**



**kenvue**

**ExxonMobil**

& many more

**P&G**



### Powerful Results



At least a 70%  
reduction in cycle  
times



45 production  
sites live within a  
year



100% compliant: No  
FDA recalls due to  
labeling for 5 years



System implemented  
and live within  
8 weeks



\$12-\$15 million  
savings annually



90,000 products  
updated, approved and  
printed in 5 months



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Recognized leader by

**Gartner**

in every segment  
of the LAM market

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## KALLIK

## Speak to us today

Ready to transform your labeling and artwork processes? Gain total regulatory confidence, enable scalable and standardised global operations, and reduce your time to market with Kallik. Contact us today to schedule a demonstration.



[www.kallik.com](http://www.kallik.com)



[enquiries@kallik.com](mailto:enquiries@kallik.com)



+44 (0) 1827 318100

**Book a demo** ▶

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