



# Outsourcing back-end solutions

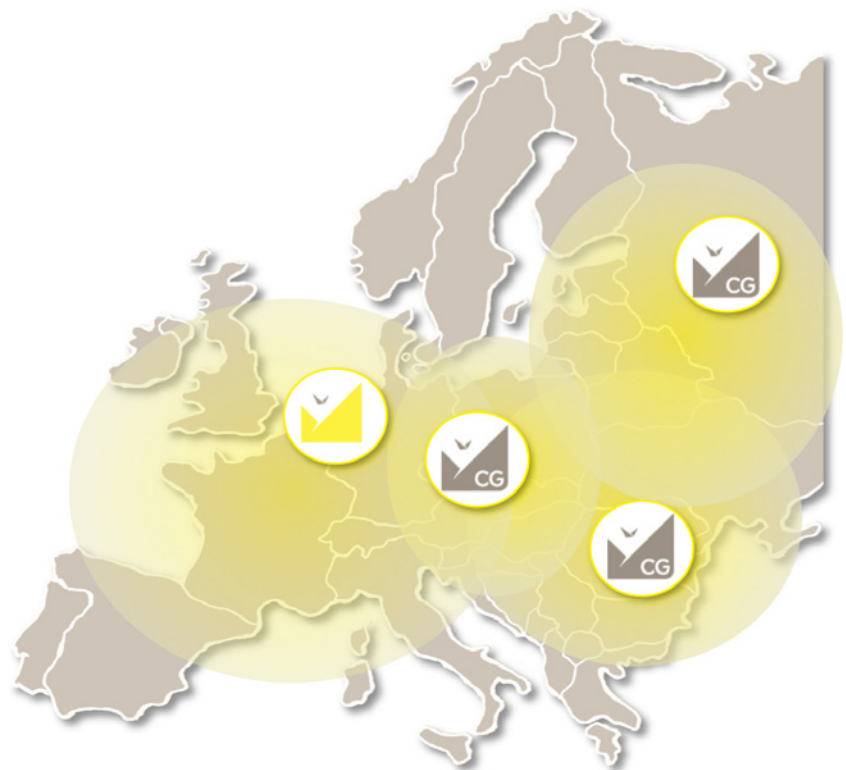
A PERFECT FIT FOR SMALL AND MEDIUM ENTERPRISES  
IN NEED OF KNOWLEDGE, EXPERTISE AND RESOURCE



## CG ARTWORX IS A DIVISION OF COCOON GROUP

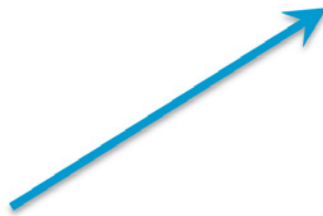
Working for a variety of clients from the world's leading companies as well as leading regional and local players, Cocoon Group is an award-winning branding and design agency with offices in Moscow, Prague, Bucharest, and (through our sister company, Mountain Design) The Hague.

SEE FURTHER, DELIVER MORE.

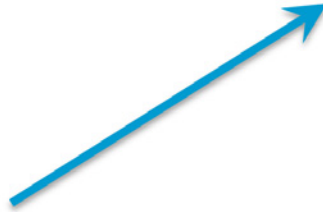
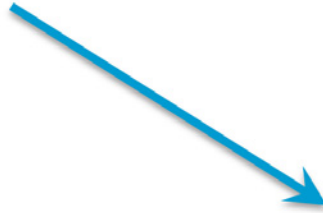








**TOSHIBA**



“...part of Merck’s ongoing strategy to evaluate and – where it makes good business sense – outsource to experienced third parties, activities that are not core to our business.”

Ronald Rogers,  
spokesman for Merck





TM

**WE ♡ LOGISTICS™**

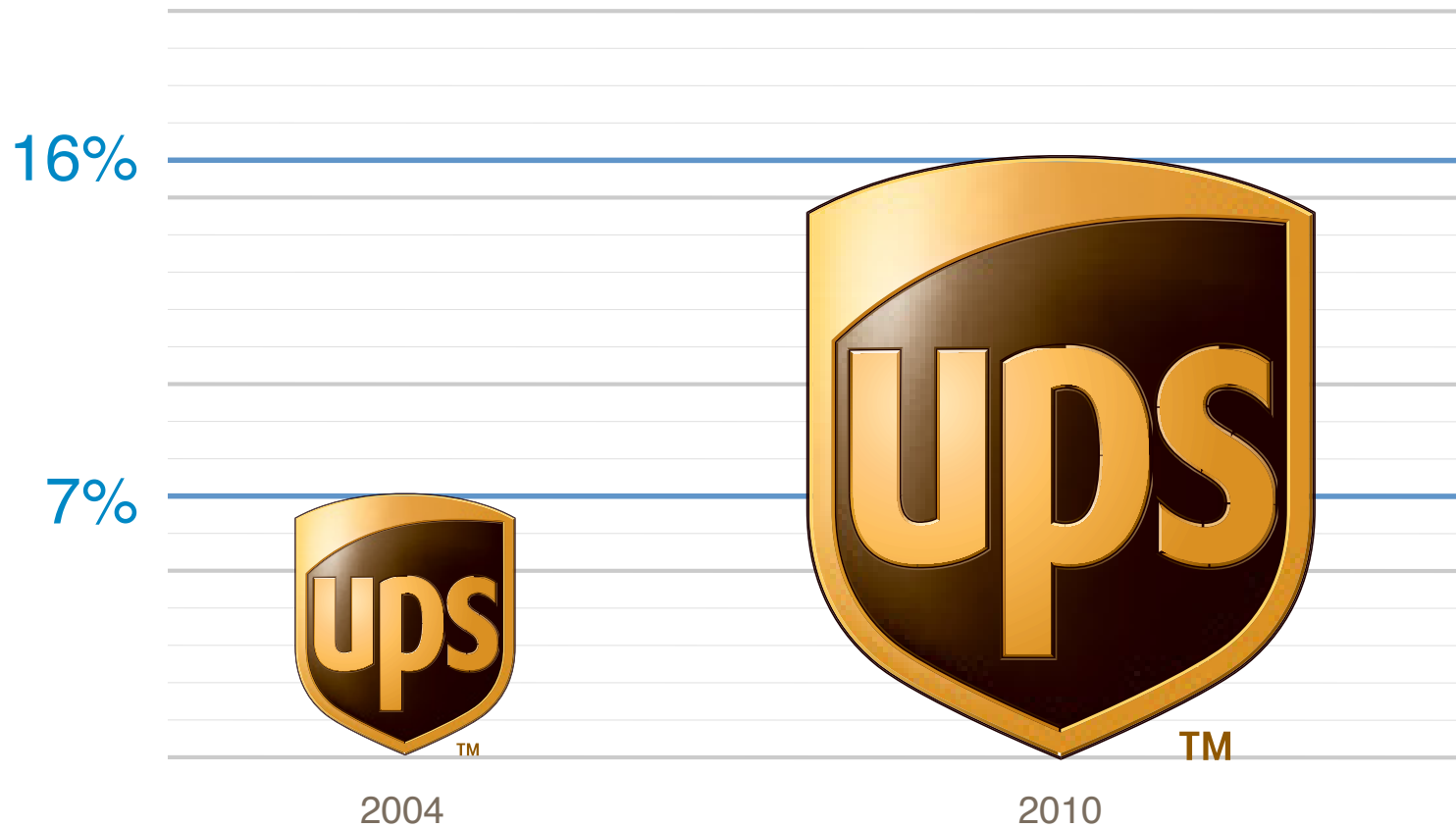
“If you’re a small business, would you know how to ship from china to the U.S. or are you going to hire a team to manage your supply chain?”

Scott Davis, CEO  
UPS



**WE ♡ LOGISTICS™**

# % of turnover coming from logistic unit



Welcome to Ceridian's Small Business Solutions Web Site



We focus on digitizing P&G's documents worldwide. So they don't have to.

Xerox provides print services that enable P&G to digitize more documents, print 8 million fewer pages, and lower printing-related energy usage by 30%. Which allows P&G to focus on improving people's lives with the brands they love.

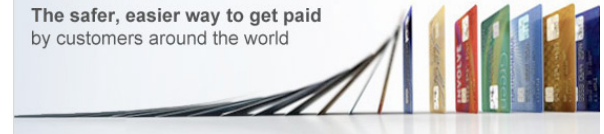
RealBusiness.com

Ready For Real Business **XEROX**



**PayPal**

The safer, easier way to get paid by customers around the world



TM

**TIME WARNER CABLE Business Class**

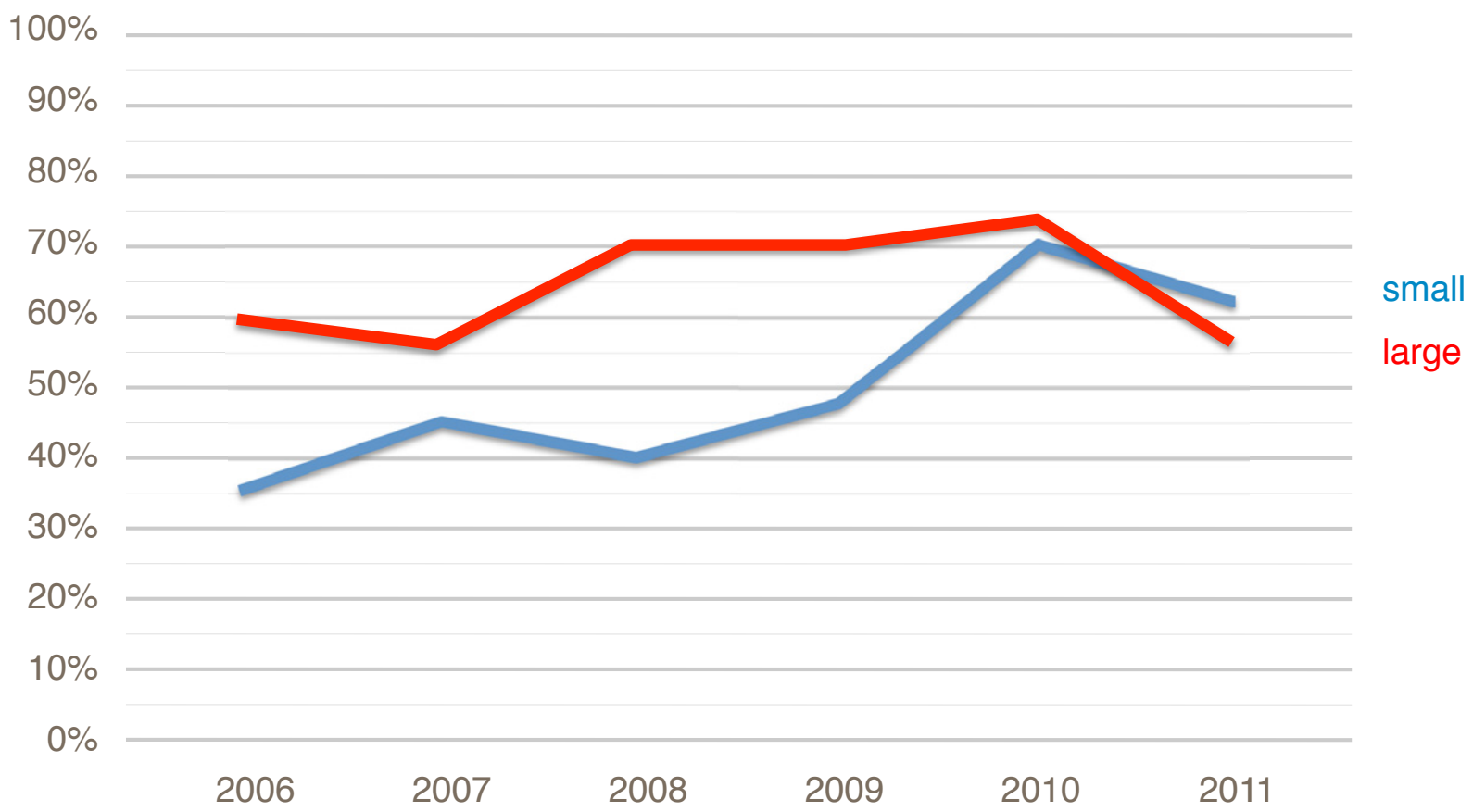
Introducing  
**DPAS**  
Small Business

**WE ♡ LOGISTICS™**

amazon  
**associates**

Business **ByDesign**  
Business **All-in-One**  
Business **One**

# % of respondents



# Outsourcing **content creation**

**77%**

Large companies  
(>1000 people)

**54%**

Medium companies  
(100-999 people)

**42%**

Small companies  
(<100 people)

Why are small and  
medium sized businesses  
**slower to adopt  
outsourcing solutions?**

# 1

## Lack of awareness

“Organizations are simply not aware of the number of IT and outsourcing solutions to simplify and reduce costs for the whole supply chain”

Andre de Koning, board member,  
Cocoon Group

2

Little understanding  
**Of costs / benefits**

# 3

**Cultural / Language**

**Incompatibility**

**4**

**Loyalty**

## Core processes vs. non-core processes.

Changing definitions



Strictly speaking,  
**Nike** is a marketing company.  
All production, distribution, etc.  
**is outsourced.**

Of course, there are

**real risks...**

But also, **real tangible,**  
**bottom line benefits...**

# Outsourcing packaging print related processes

**DIGITAL**  
IMAGING

**PROTOTYPING**  
& VISUALIZATIONS

**ARTWORK**

**REPRO**

**COLOR**  
PROOFING

**Packaging print related processes:** stages of packaging creation that take place between the completion of design and actual printing, typically comprised of (but not limited to) Artwork, Reprography, and color proofing. Also known as **artwork and repro**, **pre-media**, and **pre-press**.

The logo for Procter & Gamble, featuring the letters 'P&G' in a bold, blue, serif font.The Unilever logo, consisting of a blue, ornate, stylized 'U' shape filled with intricate floral and geometric patterns, with the word 'Unilever' in a blue, lowercase, sans-serif font below it.The Nestlé logo, featuring a grey line-art illustration of a bird's nest with three birds, positioned to the left of the word 'Nestlé' in a grey, sans-serif font.The Kraft logo, which consists of the word 'KRAFT' in a bold, blue, sans-serif font, enclosed within a red, rounded rectangular border.

Decreasing **time to market**

Gaining **supplier independence**

Reducing **wastage, errors and redundancies**

and most importantly...

up to **30%**  
**cost savings**

But, what about

**smaller companies?**

Are they able to realize

**similar benefits?**



*Bellinda*

**CASE STUDY**

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**Leading innerwear brand**  
available throughout central Europe

# Bellinda

## CASE STUDY

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Small, local brand management teams  
being **overwhelmed by print management**

# Bellinda

## CASE STUDY

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**Cocoon Group** and **CG Artworx** brought in to take the strategic, creative, and production burden off the shoulders of brand managers

# Bellinda

## CASE STUDY

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“Basically, Bellinda personnel need not concern themselves with artwork or reprography creation, color proofing, or supervising print runs.

**We handle all of that for them and guarantee the outcome.”**

**Jiri Lukacek**, product manager, CG Artworx

# Bellinda

## CASE STUDY

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"During three years cooperation we have build up together an amazing portfolio of 140 various packagings, strongly differentiating Bellinda from competitors. We really appreciate the approach of Cocoon Group."

**Zuzana Holá**, DBApparel Group  
Marketing & Supply Chain Manager Central Europe

In conclusion

**Innovate, produce and proliferate**



MOSCOW PRAGUE BUCHAREST THE HAGUE

For more information, please contact  
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CG Artworx  
U Pruhonu 13/800 | 170 00 Praha 7 | Czech Republic  
Phone: +420.222.998.590 | Cell: +420.724.723.193

Additional knowledge and resources on optimizing  
Packaging Print Related Processes can be found at  
[WWW.CG-ARTWORX.COM](http://WWW.CG-ARTWORX.COM)

A division of Cocoon Group [www.cg-eu.com](http://www.cg-eu.com)