



Baker Labels

Mosaic and Collage Sales Toolkit

What is HP SmartStream Mosaic?

- HP SmartStream Mosaic is variable design technology software available for HP print presses.
- It enables the creation of one-of-a-kind products for a memorable customer experience. Using an algorithm, HP Mosaic can generate virtually unlimited variations of a seed pattern by using scaling, transposition, rotation and colour shuffle.

Why add Mosaic?



Adds value to labels or packaging. Every label or pouch can be unique



Distinction from similar within their market



Increases the impact of VDP jobs to go beyond just variable data but variable images.



Maintain brand identity while also producing mass customisation and personalisation



Consumer engagement. By creating one-of-a-kind products for a memorable customer experience. Encourages ownership, sharing, collecting, looking at the products on the shelf for longer.

Anything can become variable:
text, barcodes, images or even the patterns themselves



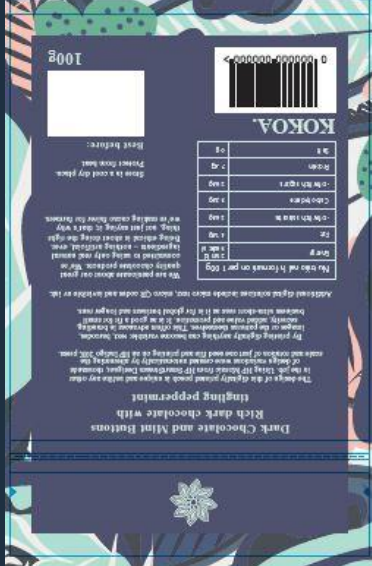
Case Study

Pouches for 3 different flavours of luxury chocolate buttons. Using HP Mosaic to create unique pouches across 3 SKUs

Created solely for the use of promoting Mosaic capabilities




MINT



KOKOA.

100% NATURAL
**STRAWBERRIES
 & CREAM**

A classic pairing of strawberries
 with creamy white chocolate



PREMIUM QUALITY
PRODUCT

STRAWBERRIES and Cream Buttons
 A classic pairing of strawberries
 with creamy white chocolate

Theology of the design: gradient from top to bottom, with a dark red bottom section. The text is in a clean, sans-serif font. The overall layout is balanced and professional.

Ingredients:
 Strawberries, Cream, White Chocolate, Sugar, Milk, Egg Whites, Gelatin, Citric Acid, Natural Flavors.

Allergens:
 Contains Milk, Eggs, and Wheat. May contain traces of Nuts and Soy.

Net Weight: 100g




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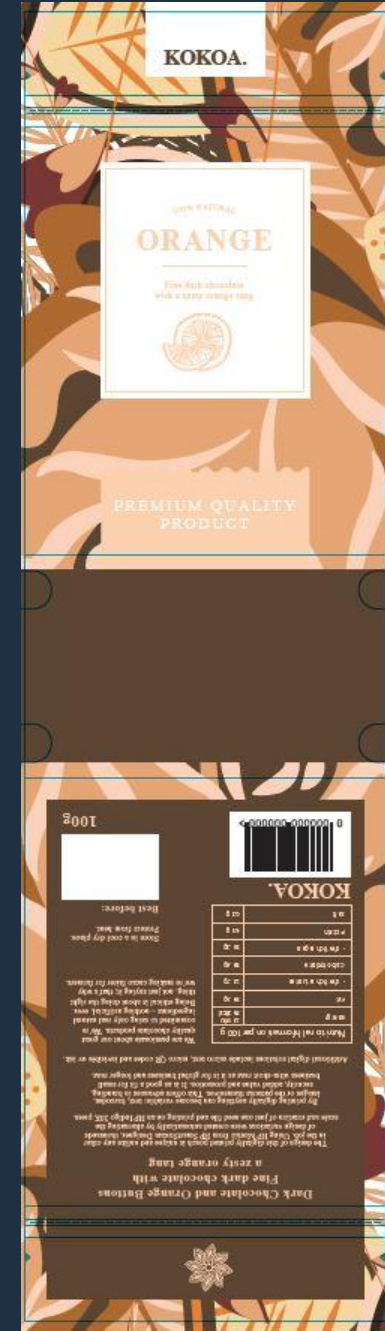
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ORANGE





Watch our video

<https://youtu.be/TyrQkXIZwNs>





How does it work?

By scaling and rotating an artwork (with an option of changing colours.) Mosaic creates a multitude of unique patterns.

By using the settings below, we can control what results we get.

Scaling – define a range that the seed file is enlarged by ie 100 – 1000%

Position – Define a start position. Either Centre or Random. With the centre option all variants will have the centre of the seed file as their centre.

Rotation – None, Free Rotation or a Set rotation in degrees.

Shuffle spot colours – Randomly change the colours between the elements

Sets – we can choose to use a set of seeds for a certain numbering range, so that 1-100 is one set of designs, 101-200 another set and so on.

How does HP Mosaic work?

Original seed pattern



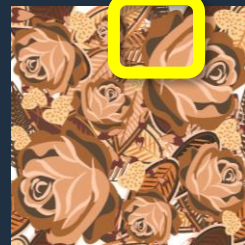
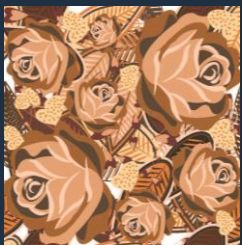
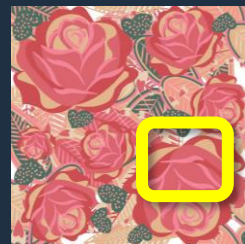
Cropping area



Rotation

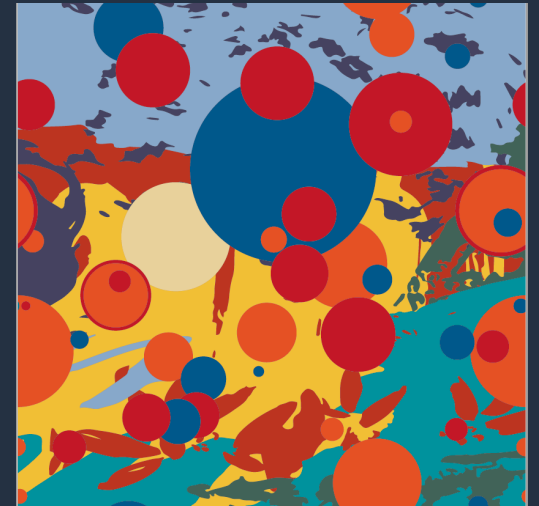
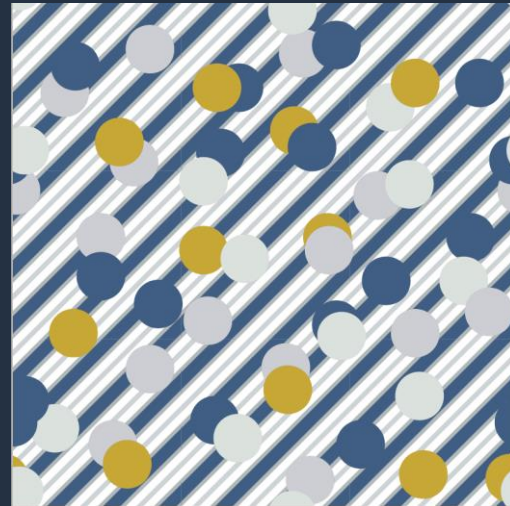


Scaling



Seed files

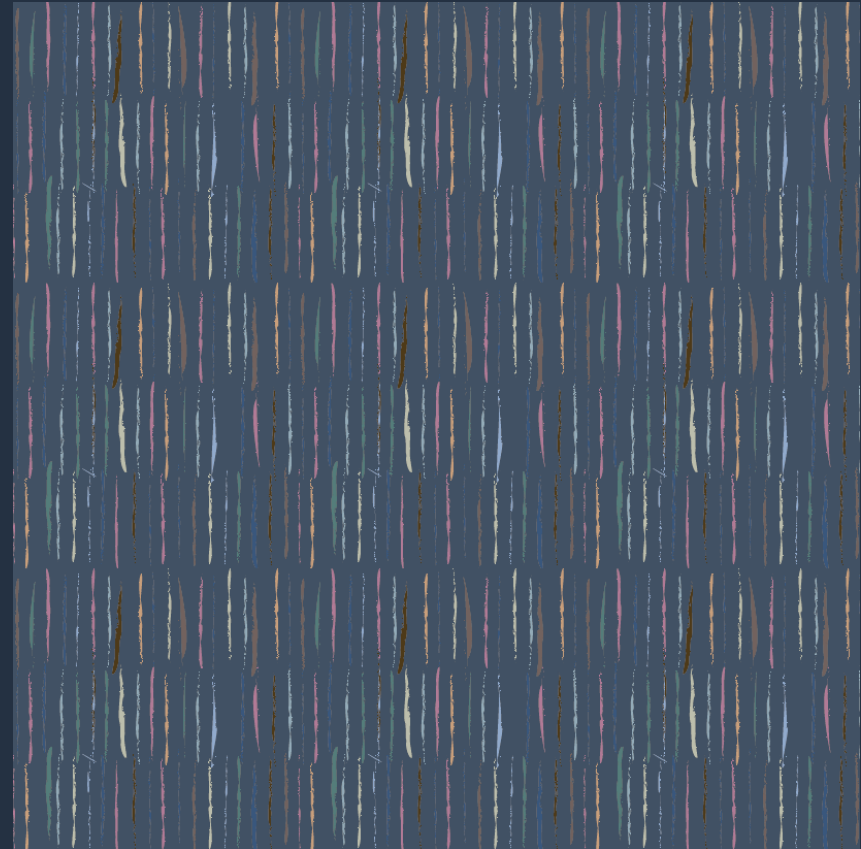
The look and feel of the design can be lost if the seed file doesn't have enough small details or the scaling is set too high. There needs to be a balance between the two



Seed files



Use vibrant, contrasting colours



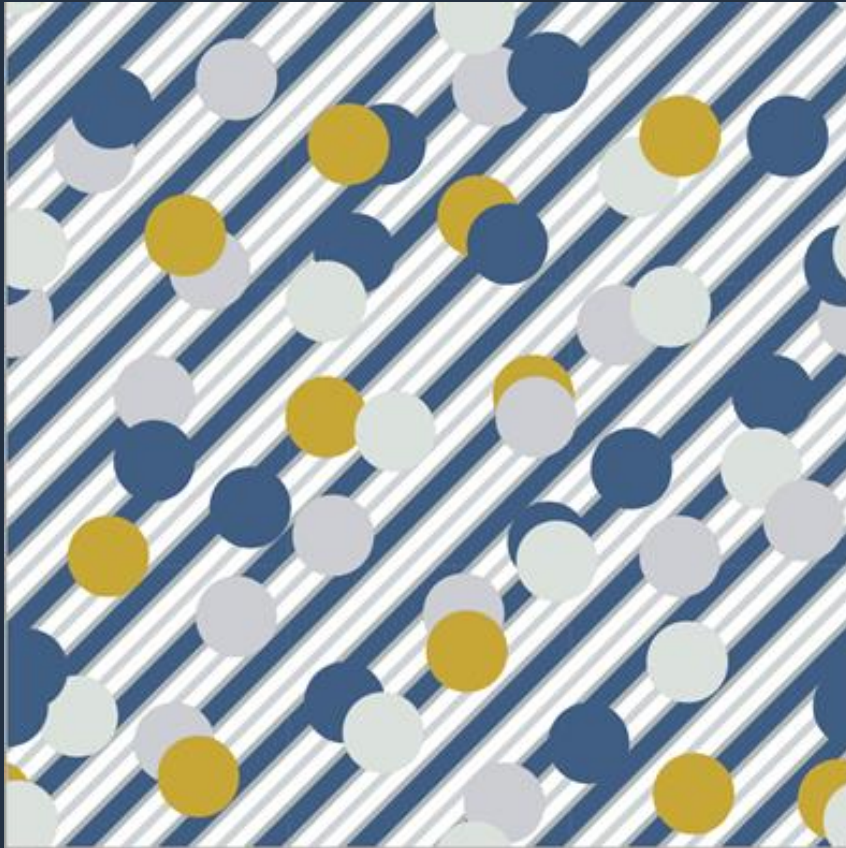
Use small design elements and thin elements to enable scaling

Seed files



Use chaotic patterns and “untidy” design. I.e. Non-linear and not like a chalkboard.

Seed files

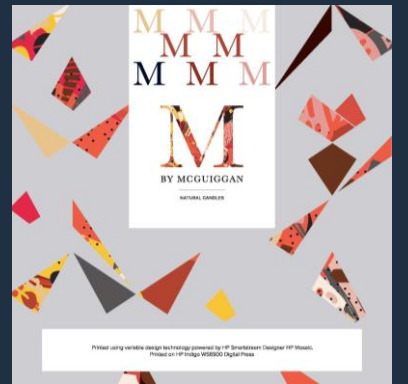
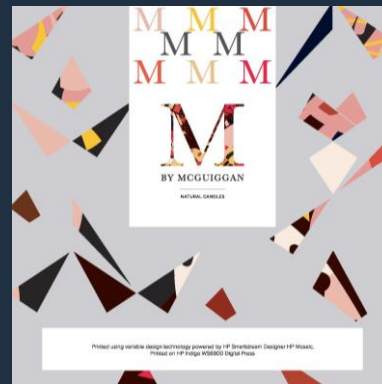
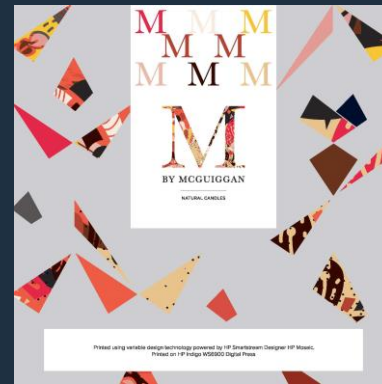
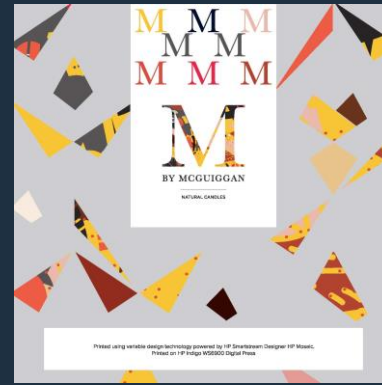
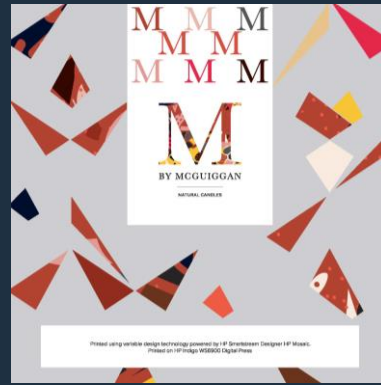


- Must be Vector PDF
- Must be square (equal height and width)
- Size can be up to 3.0MB. The smaller the file in MB, the faster the create output file is for creating the HP Mosaic variations.
- Colour space needs to be CMYK (not RGB) and can include spot colours if required)

Case Study

Candle Labels using Mosaic in 2 dynamic areas and with shuffle spot colours

Created solely for the use of promoting Mosaic capabilities



Watch our video

<https://youtu.be/8Rbymjliey8>





How do you include Mosaic?

If you're planning to include Mosaic it should be considered as early as possible in the design stage.

Create artwork in Adobe Illustrator

Create a new layer for every mosaic file you want to include.

Create an with area /shape you want the mosaic to fill– Dynamic Image

Supply a seed pattern or patterns as square vector files. (File size will affect time to rip)

Choose scale and rotation parameters

Watch this YouTube tutorial for a 15 minute walk through
<https://www.youtube.com/watch?v=XYgdWW1syjw>



hundreds of high-value applications have been created with Mosaic

<https://thedieline.com/blog/2017/7/13/xy>

<https://whattheythink.com/articles/106373-where-brands-are-headed-mass-customization/>

