



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

KOKOA.

100% NATURAL
MINT

Rich dark chocolate
with tangy peppermint



PREMIUM QUALITY
PRODUCT

100g



KOKOA.

Dark Chocolate and Mint Buttons
Rich dark chocolate with
tangy peppermint

The range of 100g buttons is unique and made with
the best ingredients from the finest cocoa beans.
It has a rich, dark chocolate taste with a tangy
mint flavour. The buttons are made with 100%
cocoa butter and are suitable for vegetarians.
By printing directly onto the buttons, the
information is clear and easy to read. The
buttons are made with 100% cocoa butter and
are suitable for vegetarians. The buttons are
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Net Weight: 100g
Best Before: 12 months from date of manufacture

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Best Before	12 months from date of manufacture
Ingredients	Dark chocolate (cocoa mass, cocoa butter, sugar, cocoa powder), mint flavouring, cocoa butter.
Contains	None
Net Weight	100g

There is a cool dry place.
Please do not eat.
Best before:



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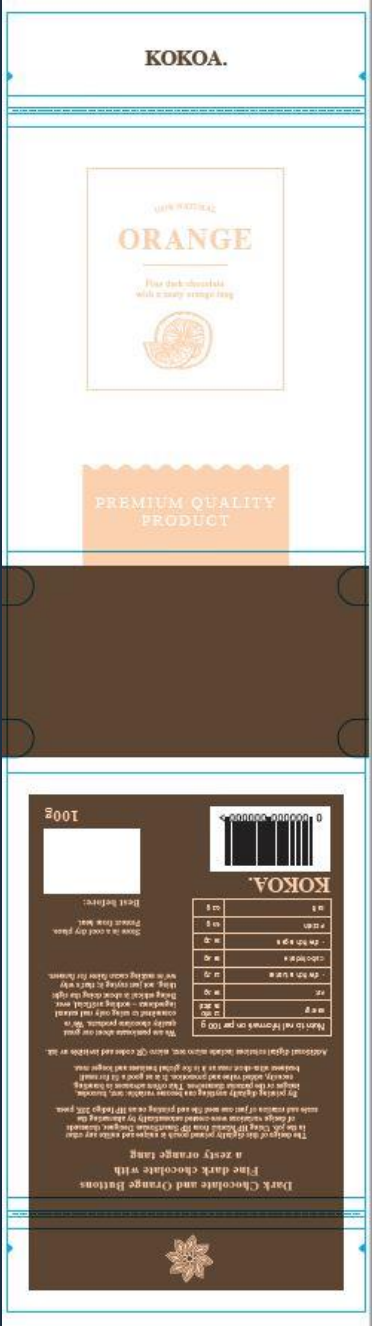
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ORANGE



Watch our video

<https://youtu.be/TyrQkXlZwNs>



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



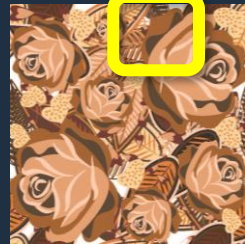
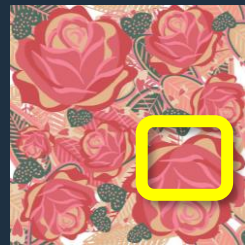
Cropping area



Rotation

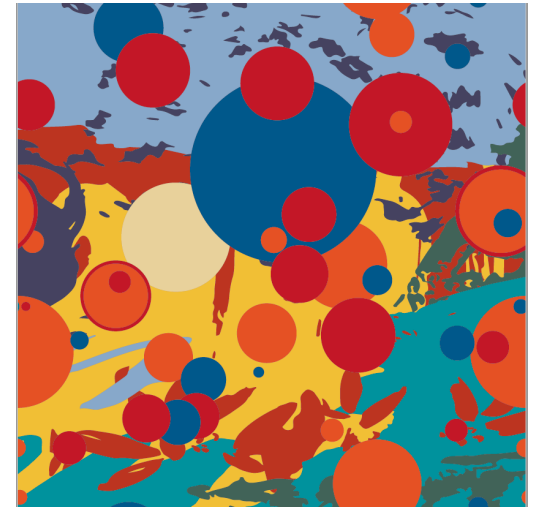
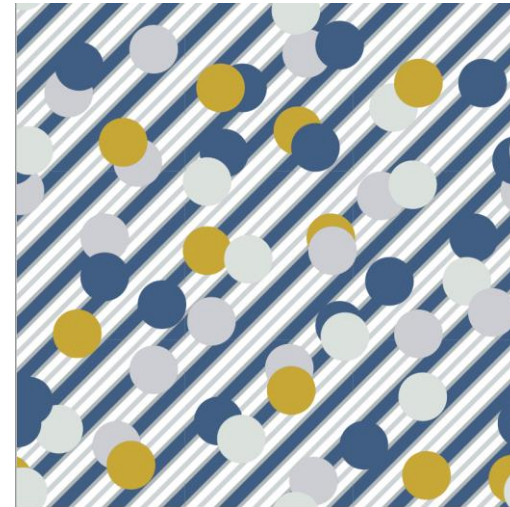
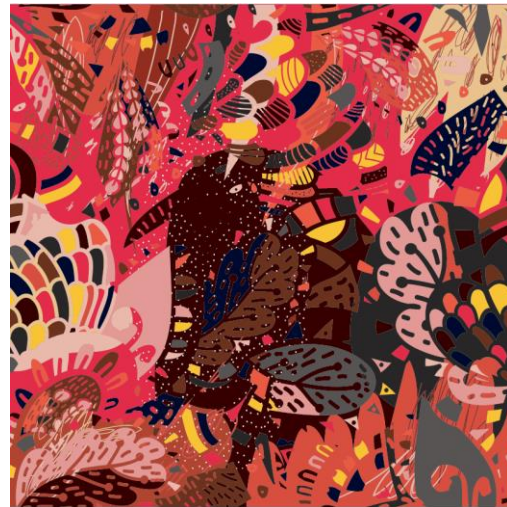


Scaling



Seed files

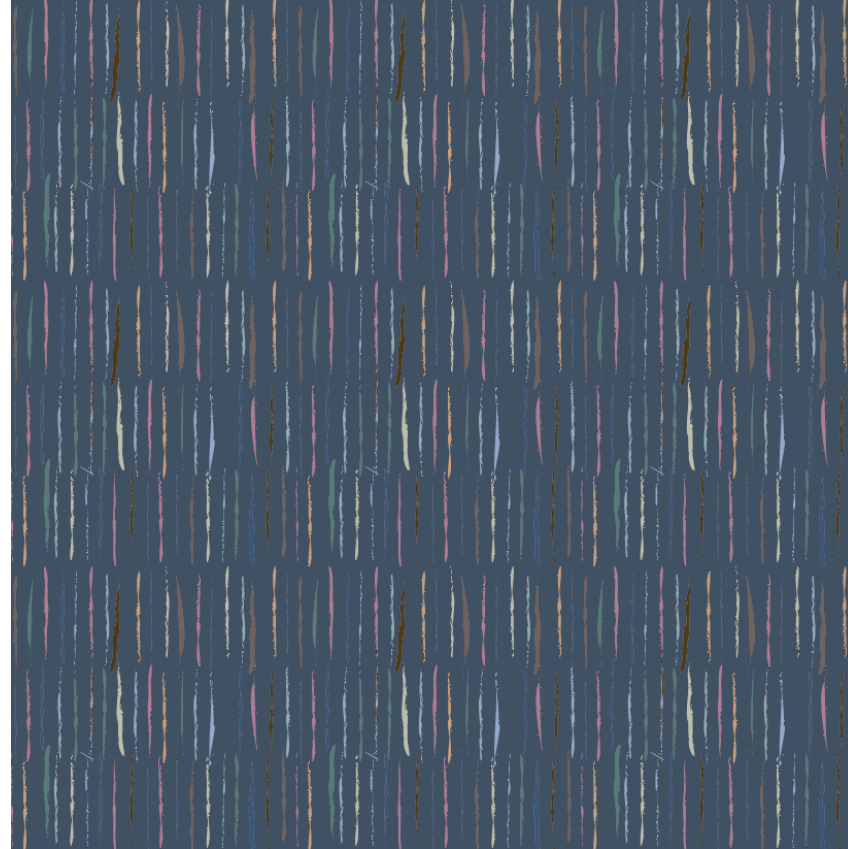
The look and feel of the design can be lost if the seed file doesn't have enough small details or the scaling is set too high. There needs to be a balance between the two



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)

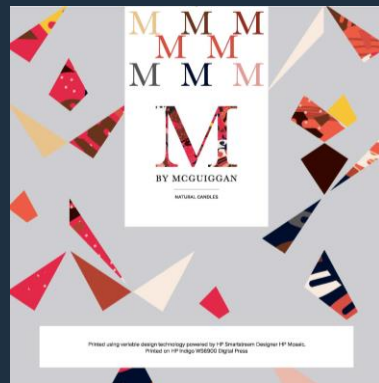
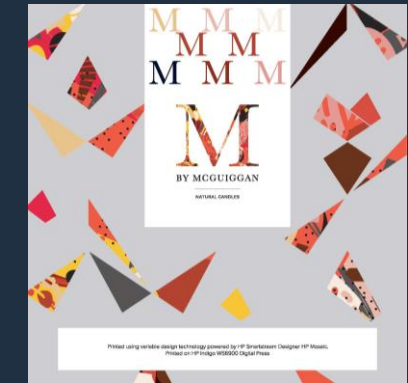
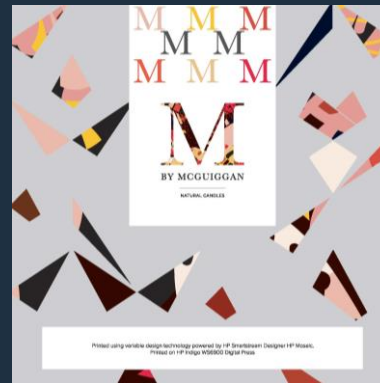
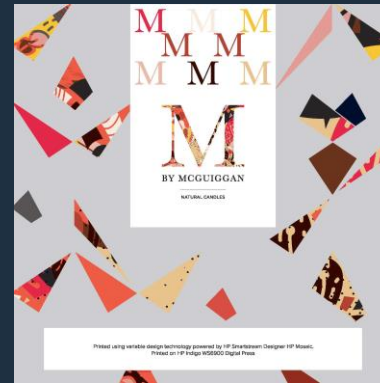
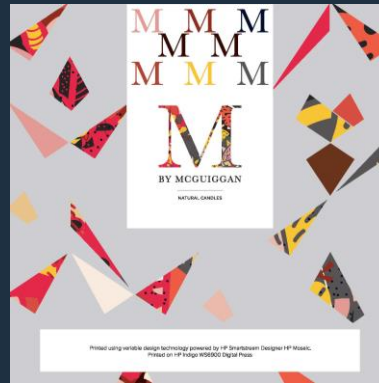
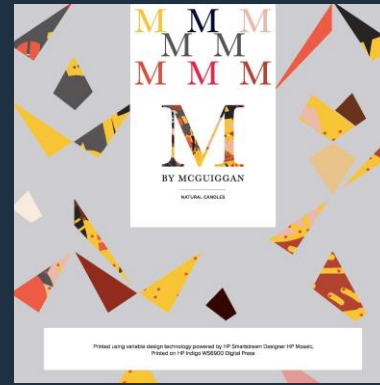
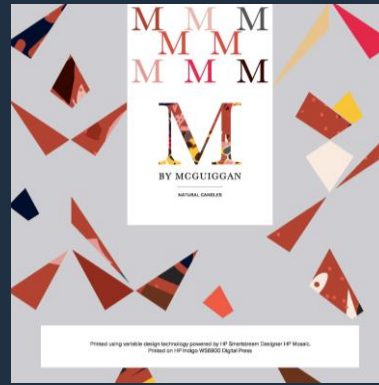
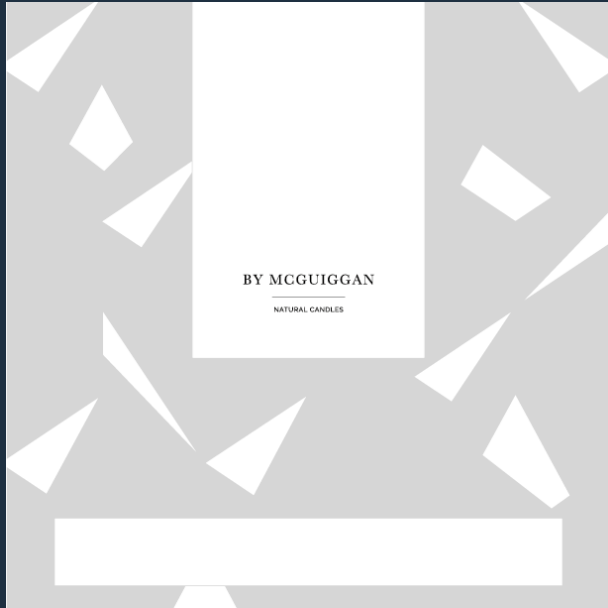




Case Study

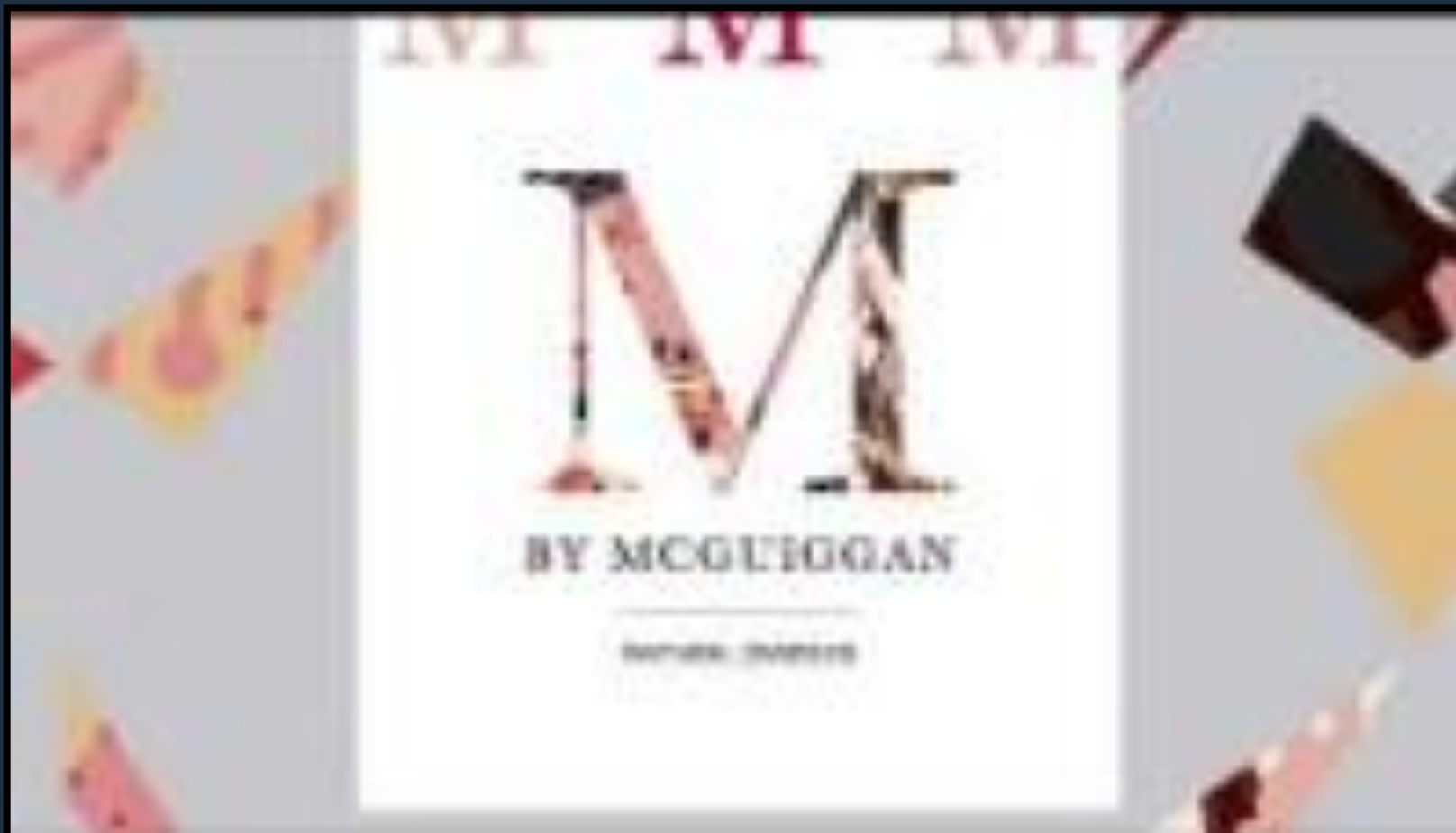
Candle Labels using Mosaic in 2 dynamic areas and with shuffle
spot colours

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=XYgdWV1syjw>



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/>

