



## Market Survey on the usage of Pre Press Software in different Print Industries in India

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### **Abstract**

Printing and Packaging industries are using varieties of Software. In this research paper all the software used in the Printing and Packaging industries are described. The prepress unit of Printing industries designs the package and develops the completely. The Packaging development program requires lots of operations and operating software. The software like as Photoshop, Corel Draw, Illustrator, InDesign, CAD and PageMaker used for the package design while on the other hand the software like as ESKO, Kodak prinergy and Renuka etc. are used to dot gain modification and other Packaging development works. This research paper deals with the study of all these prepress software and market survey on their use.

Keywords: Printing, Packaging, Pre-Press, Software, Photoshop, Corel Draw, Illustrator, InDesign, CAD and PageMaker.

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### **Introduction**

The Printing and Packaging industries are widely growing sector of the world. It is very common technique to improve the work efficiency AI and software use on the place of human art. The Printing and Packaging industries are also doing this rapidly. Some commonly using Printing and Packaging designing software is mentioned below:

**Photoshop:** The adobe developed a software for the graphic design, photo editing and image creation. It was invented in 1988 firstly. The software offers multiple pixel-based picture editing software. Photoshop is very good-quality software. The market for Photoshop editing software is very high as compared to other programmes. The Printing and packaging industries are very favourable to this software as compared to other software.

**CorelDraw:** In the context of vector graph images, CorelDraw is highly service dominating software in the market of Printing and packaging industries. A set of software applications called

CorelDraw is used to modify vector graphics, illustrations, and designs. In graphics programmes, things are formed as vector graphics.

Illustrator: The name of the vector design software is Adobe Illustrator. The Adobe Creative Cloud includes an Illustrator membership option. Among other things, business cards, billboards, telephones, etc. Additionally, you can design posters, icons, and other things. The adobe Illustrator is mostly use to Draw, mix, and polish designs with this software to create stunning outcomes. Adobe Illustrator Draw, a mobile version made by Adobe, is one of the best graphic design apps on the market.

Affinity Designer: The Affinity Designer is a less expensive option than Illustrator, making it particularly appropriate for someone just starting their design career. The software has a reputation for being reliable, i.e. enhance workflow and allow expressing creativity with greater freedom. The artwork can be moved and zoomed at 60 frames per second while the affinity designer watches the gradients, effects, and adjustments change in real time along with the transformations and curve tweaks.

QuarkXPress: Another well-known DTP software with powerful layout and design capabilities is QuarkXPress. It supports conditional styles and responsive design, and it gives precise control over typography, layout grids, colour management, and other aspects. The publishing industry makes extensive use of QuarkXPress.

The Publisher: Affinity A newer piece of DTP software known for its professional features and reasonable pricing is Affinity Publisher. It has advanced layout tools, a user-friendly interface, and support for a variety of file formats. Affinity Photo and Affinity Designer are two other pieces of software that work seamlessly with Affinity Publisher.

Scribus: Scribus is a DTP application that is available for a variety of platforms and is free and open-source. It has a lot of features, like the ability to create interactive PDF forms, colour management, and extensive PDF support. Scribus is a viable option for small-scale publishing projects, despite the fact that it may not have all of the advanced features of commercial software.

## **Research Objective**

This research work emphasized on the following objective

- I. To explore the nature of Software using in the print industry of India.
- II. To explore the difficulties faced by Indian printers to meet quality outputs.

## **Research Methodology**

This research work was based on the three main terminologies. First and foremost step was study of input file formats used in the Printing and Packaging industries. After study of Printing inputs

file formats the questionnaire was prepared and question was selected and enlisted for the survey. Finally, the data was collected as per the basis of the questionnaire from the Printing and Packaging industries.

### Data Collection and Analysis

The Printing and Packaging industries were provided information about the software used in the Indian market. The main survey data analyses about the Printing and Packaging industries are mentioned below:

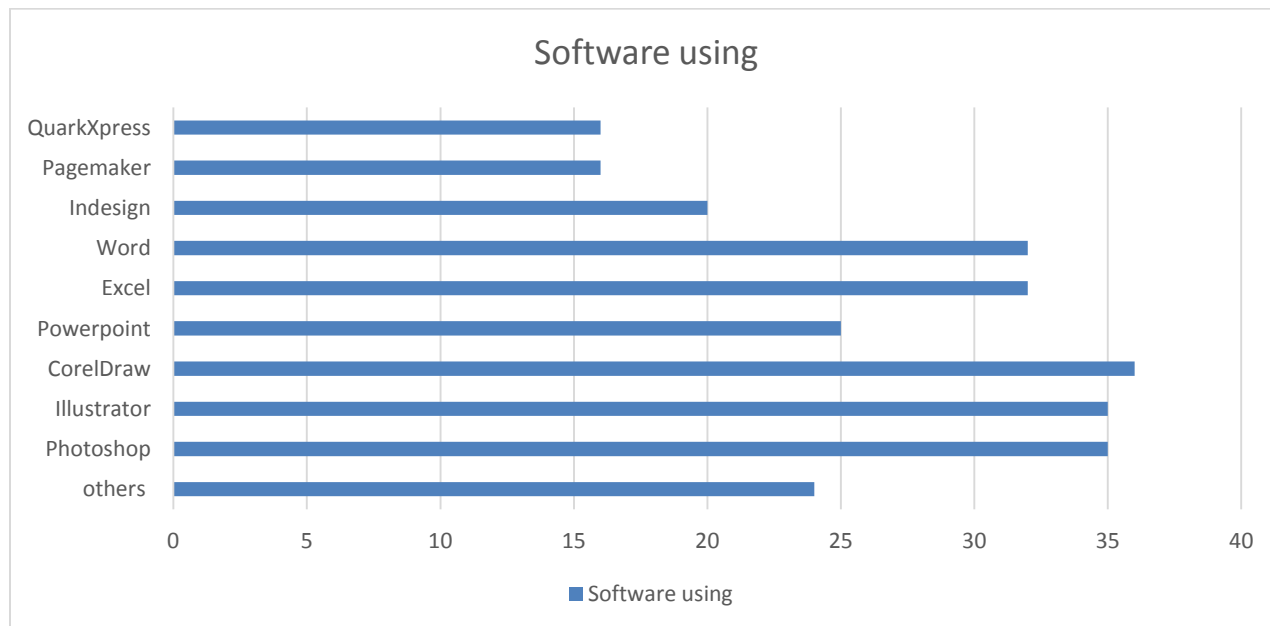


Figure 1: Designing Software used in the Packaging industry of India

As per the survey report (conducted on 52 different Print Companies across the country during February, 2023 to May, 2023) as shown in figure 1, following results were obtained:

15 to 20 % companies were using Quark x press and PageMaker. 20 % companies were using In design. 30 to 35 % companies were using Word and Excel. 25 % companies were using M S Power Point. 35 to 40 % companies were using Corel Draw. 35 % companies were using Illustrator and Photoshop. 20 to 25 % companies were using their personal software developed by themselves.

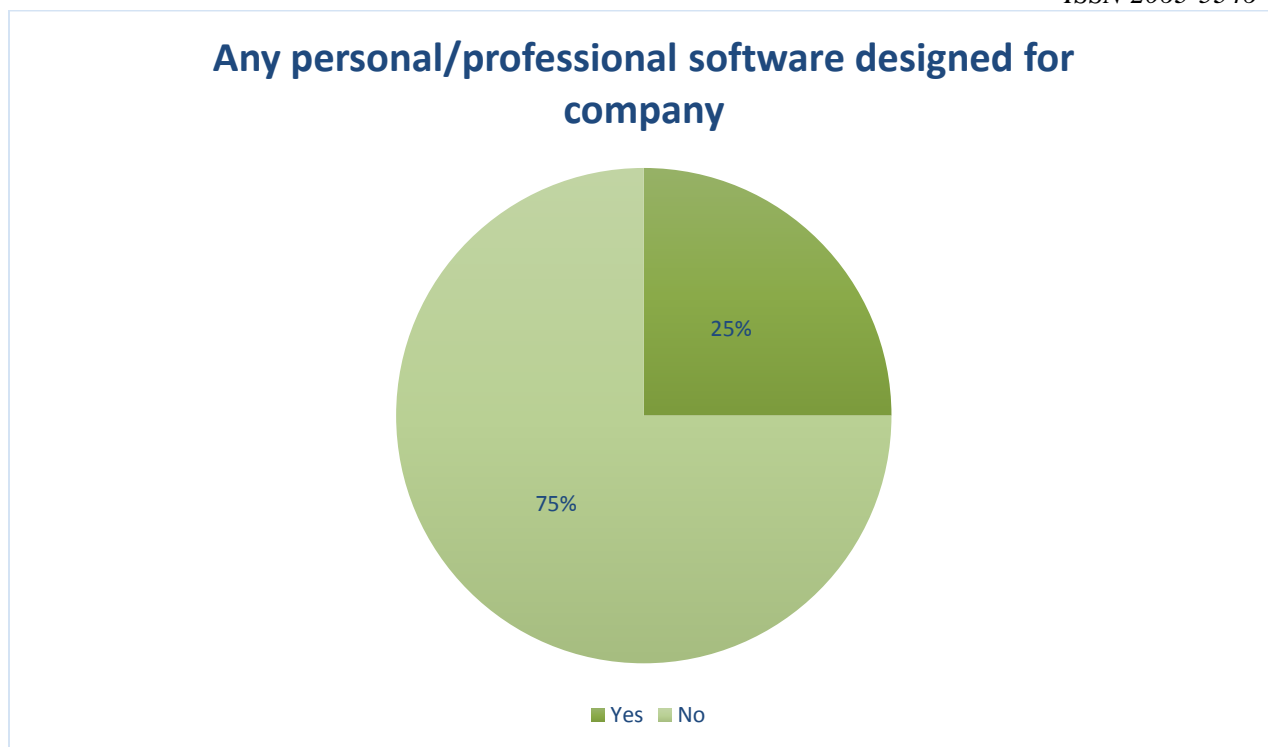


Figure 2: Personal software designed in some Indian companies.

As per the survey report (conducted on 52 different Print Companies across the country during February, 2023 to May, 2023) as shown in figure 2, following results were obtained:

The Printing and Packaging industries are generally using professional software which are available in the market on the other hand some Printing industries are using personal pre press software for the personal use only. 75 % Printing and Packaging industries are using professional software which is available in the market while 25% Printing industries are using personal pre press software for the personal use.

### Findings

As per the survey report of Printing and Packaging industries following results were obtained:

- 15 to 20 percent companies are using Quark x press and PageMaker.
- 20 percent companies are using InDesign.
- 30 to 35 percent companies are using M S Word and Excel.
- 25 percent companies are using Power point.
- 35 to 40 percent companies are using Corel Draw.
- 35 percent companies are using Illustrator and Photoshop.
- 20 to 25 percent companies are using personal software.

- 75 % Printing and Packaging industries are using professional software which is available in the market
- 25% Printing industries are using personal Pre press software for the personal use.

## Result and Conclusion

In the Printing and Packaging industries time and file confidentiality is very essential. The designing software must be protected with end to end encryption. Without input files of digital format industries will losses a lot of information. Information loss is also a big problem in the Printing design and material to be print. So the excellent file format is most important to study for the Printing market. The software like as Photoshop, Corel Draw, Illustrator, InDesign, CAD and PageMaker etc. are more using for the package design. Because these companies are confidential well, perfect in use and easy to handle. The Printing and Packaging industries are generally using professional software which is available in the market on the other hand some Printing industries are using personal pre press software for the personal use only.

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