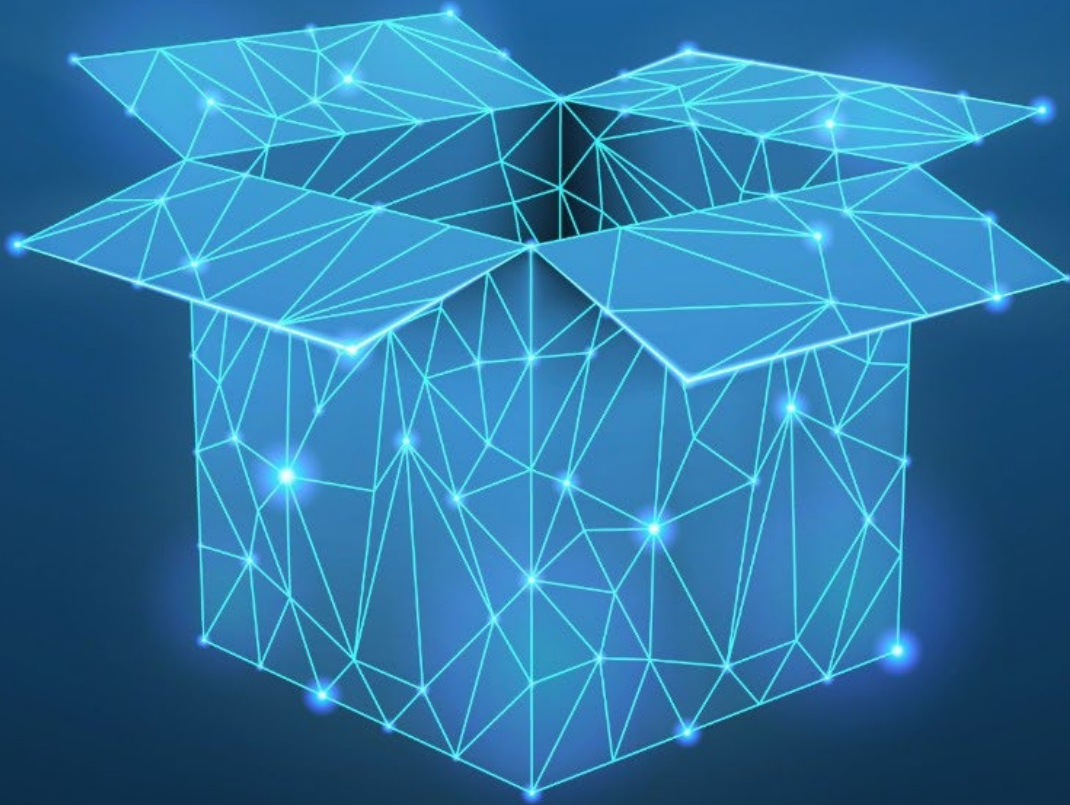


# APPC

## Arden Peak Performance Conference

June 11-14, 2023 - Sheraton Park City, Park City, Utah



# **Welcome to the future of packaging design**

## **Conference Brochure**



**ARDEN SOFTWARE**

## Experience the Arden Software Peak Performance Conference

The Arden Software Peak Performance Conference (APPC 2023) is not just training, but a complete educational and fun experience that exposes the attendee to the full capabilities of Impact and the entire suite of Arden products.

It's our goal to have the attendees leave with new skills and knowledge that instantly provide time-saving and real-life returns based on your increased knowledge and speed.

APPC is also the best way to gain the latest insight into our most recent releases including Impact 2022 and Impact 2023, WEBcnx, nServer and Enterprise, for both design and manufacturing.

At APPC 2023, Arden will be debuting the most significant single development release in the history of the company - making Impact the first packaging design CAD software to offer geometric constraint tools.

Impact 2023 has a completely new parametric engine that has been in development for nearly 10 years, bringing a revolutionary change for packaging design.

The new tool enriches the entire use of the product's design and editing capabilities, moving away from the legacy history-based

approach to parametrics. It not only captures the designer's intent as they draw, but also offers the unique advantage that any existing or imported drawing can be resized quickly and effortlessly.

In addition, CimPACK users will be front and center for APPC 2023. We highly encourage CimPACK users to attend to not only learn about the latest version of CimPACK, but also to understand the transition that is taking place from CimPACK to Impact over the next two years. This is critical as we focus resources on delivering functionality to ease the transition as CimPACK reaches end of life.

But the experience doesn't stop there. For APPC 2023, we will be bringing in our top partners to demonstrate how to fully extend the capabilities of the Arden products.

Attracting some of the most knowledgeable designers and industry experts, as well as those new to the community, APPC provides a platform for knowledge exchange from which everyone will benefit, regardless of skill level.

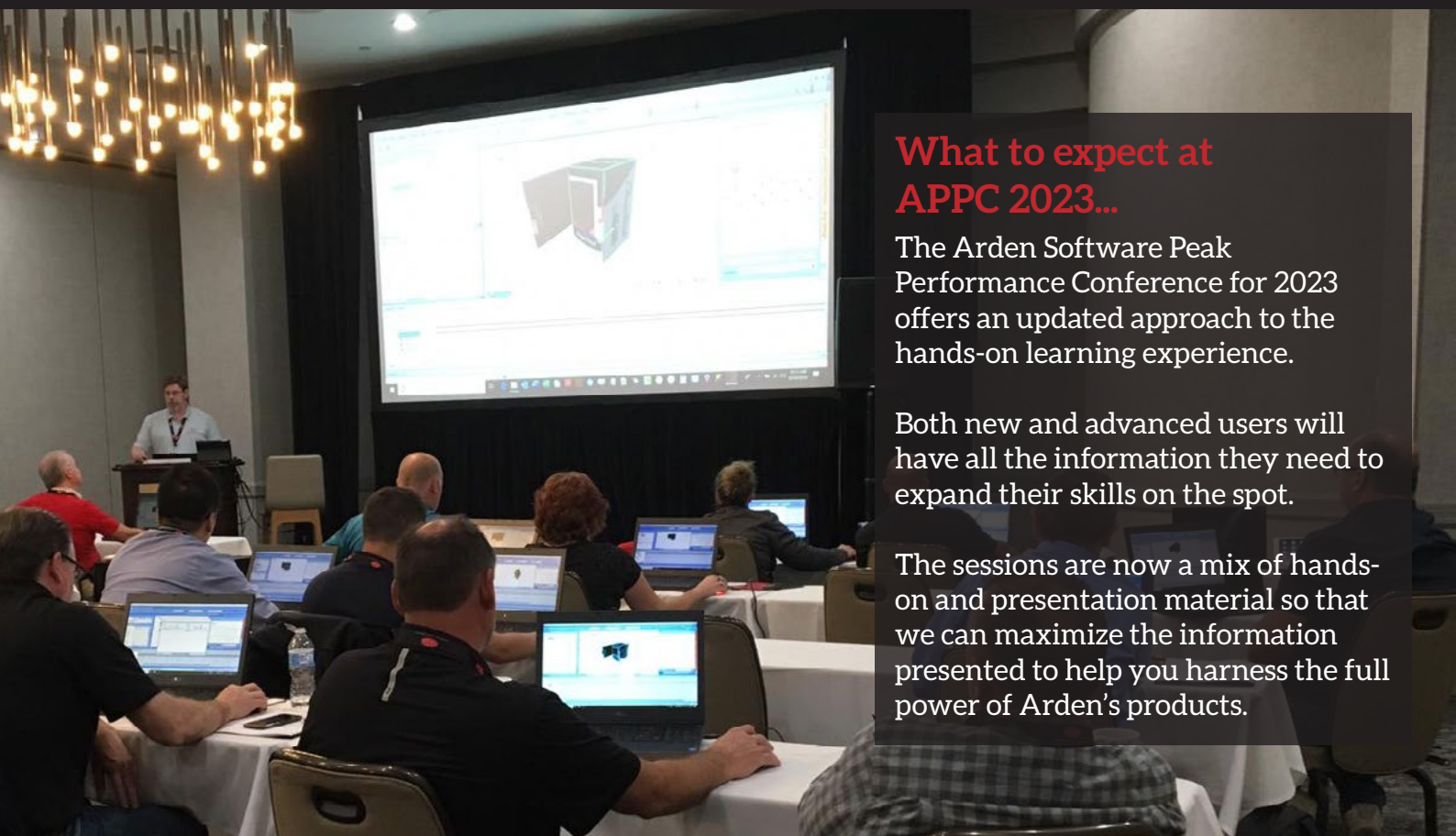
Whether you're a new user of Arden products, or a seasoned veteran, there's something for everyone at APPC.



Join the experts from Arden Software at APPC



# APPC 2023



## What to expect at APPC 2023...

The Arden Software Peak Performance Conference for 2023 offers an updated approach to the hands-on learning experience.

Both new and advanced users will have all the information they need to expand their skills on the spot.

The sessions are now a mix of hands-on and presentation material so that we can maximize the information presented to help you harness the full power of Arden's products.

## Attendees at APPC 2023 can also look forward to...

- An interactive educational environment where you will learn more in three days than you would in months on your own. You'll be training with Arden-supplied computers along with guided presentations which will give you complete access and continuity throughout the conference.
- The chance to meet, exchange ideas, and learn from other Impact-based design and IT professionals, along with key Arden development team members.
- An interactive and immersive hands-on learning experience.
- Some adventure, good food and drinks to go with all the hard work in the stunning setting of Park City, Utah.
- Plus much more to cover a wider variety of topics in greater depth.

For those attending APPC, Arden will debut Impact 2023 with its revolutionary parametric design engine. As an attendee, you'll not only receive training on this, but will also be the first to get delivery.

This is not to be missed as it will be a game-changer for our users and industry.



## Classes, presentations and tutorials

Choose from a wide range of classes, presentations and tutorials to suit the needs of you and your business, delivered by the experts from the Arden Software teams around the world.



## Every Day Design

The whole purpose is getting the design created quickly. This class focuses on just that. We will show the user how to create designs using Impact's geometry creation tools as well as creating designs by incorporating Impact's powerful Design Components tool and utilizing the ever-expanding Standards Library.

## Using Graphics in Impact

Whether showing structural design, graphic design or both incorporated together, ideas expressed graphically helps to clarify intentions. Impact has many existing and new tools that can be leveraged to showcase your design to a customer. In this class we will explore the many graphic file types supported by Impact so you're ready to handle any graphic supplied.

## Working with Adobe Illustrator

Adobe Illustrator is one of the most used graphic applications out there. It is only logical to have a way to connect Impact to this extremely useful tool. Impact not only supports Adobe's formats natively, but it also has a direct connection to it using the Impact Adobe Illustrator Plug-in. Whether you are using a Mac or PC to generate graphics, the plug-in provides flexibility in communication between these two powerful programs. Join us to explore the features of this workflow and witness its ease of use.

## Using ArtTrace to the Max

Have you ever needed to trace a vector outline around an image or logo? How about creating a window in a precise position dictated by existing artwork? If so, then this class is for you. Here you will see how ArtTrace can get you through the time-consuming process of tracing graphics and also make sure the placement for a vector path generated from existing images is placed exactly where it needs to be. Don't rely on other vector applications, spend a little time with us and experience the speed, accuracy and ease-of-use offered by Impact's ArtTrace functionality.

## WEBcnx Evolution

From advertising to communicating with customers, it's all about the web. WEBcnx is Arden Software's powerful web-based workflow management solution that is quickly being adopted by companies around the globe. This session will cover WEBcnx's functionality from customizing pages to personalizing searches. Come join us as we unveil some new and exciting developments that will completely enhance the way you and your customers use WEBcnx.

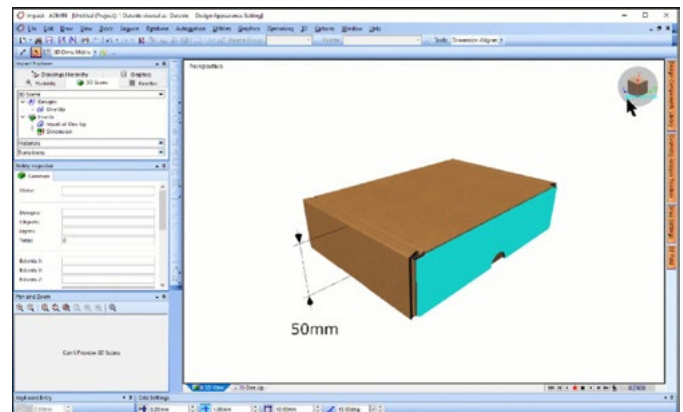


## Totally Reports

Reports generated from Impact are not only for distributing to customers, but some are also used internally to track necessary production information. This class will explore the many ways information can be generated for Specification Sheets, Browser Reports and Data Reports. Also, we will cover time-saving tips to create custom templates worthy of your company's logo.

## Building 3D Models

Communication with a customer is key and visualization is the quickest and most efficient way to get your design intentions across. This class will bring that vision to a whole new level by presenting advanced 3D functionality available to a designer in Impact. See how 3D benefits you in the design process while serving as a presentation and sales tool.



## 3D Animation Creation

Roll Camera... aaand Action! Bring your 3D designs to life using the advanced animation tools afforded to you in Impact. This class exposes the high level of production value you can get with minimal time and effort. See how effects such as reverse animation, advanced light properties, transitions and much more combine to make even George Lucas jealous. This is all done quickly resulting in professional, high quality results. Join us and learn how communication through animation can be eye catching, effective and even a bit of fun.

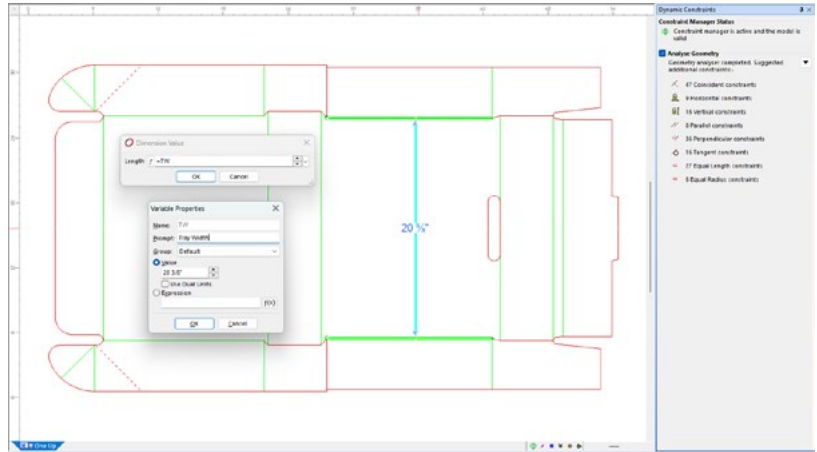
## Impact Plug-ins

Explore the expanding offering of Impact's Plug-in library. Here you will see newly developed tools that bring powerful new functionality to your existing Impact station. This introduction to the assortment of new capabilities will show you tools that supercharge Impact and help move your daily production through quickly by the click of a single button. Warning... smiles are a side effect of this class.



## Impact's New Parametric Engine

We are beyond excited to announce the new parametric engine will be available in Impact 2023, and do we have a lot to show you! Join us in this hands-on class to get your first chance to touch this amazingly powerful engine. See how to work parametrically from the very beginning of your piece, edit existing parametric designs and easily convert non-parametric designs to a fully scalable model. Also see how to make your own custom standards using this flexible engine and truly make the standards library your own. You won't want to miss this one.



## Layout Composition

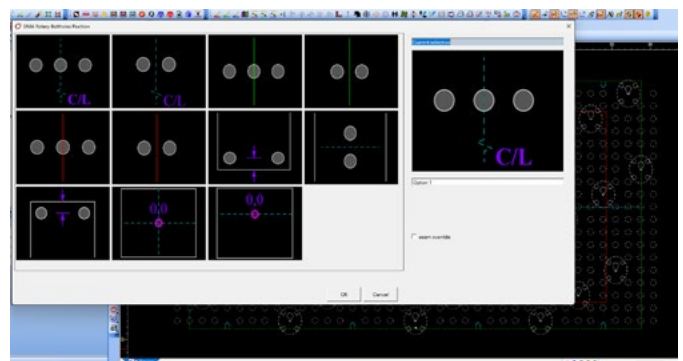
Creating Layouts not only optimizes time with making dies, but also sending files to the sample table. Here the participants will be exposed to the many options and controls a designer has available to them with the Layout tools within Impact. From creating basic single layouts to multiple piece layout integration, as well as the reporting side of the layout tools and useful system text items to maximize the clarity of your reports/border plots, the user will see the full potential of Impact's layout capabilities.

## Customizing Your Impact Appearance

Not everyone works the same, so why be forced to use the same interface as everyone else? Do you use multiple monitors or find yourself jumping between different processes? No problem. Make the Impact appearance your own. That's the whole idea behind Impact's interface customization capabilities. Here you'll see how to create a custom interface that's logical for you and learn how to leverage that appearance or multiple appearances to help streamline your day.

## Manufacturing Series – CimPACK Origins / Rotary Tools for Impact

CimPACK is very excited to be part of Arden Software and Impact going forward. This class will reveal where CimPACK started, how it became an important and powerful tool in the industry and where the must-have tools of CimPACK will be in the future. Here you will see how CimPACK is going to help everyone by showing for the first time the Rotary functionality from CimPACK incorporated into Impact and where this exceptional development is heading.

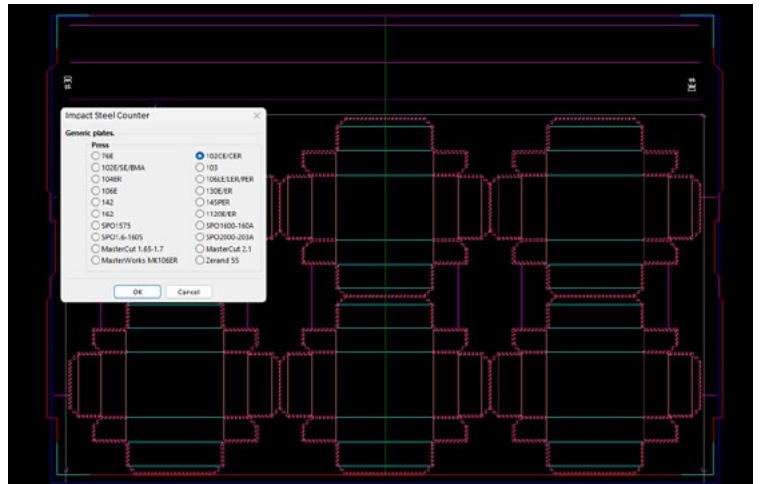


## Manufacturing Series – Working with Tools in Impact 2022

Step through the process from the very beginning. We'll start by cleaning up files provided by customers. See how the BOBST Power Pack database handles the addition of Stripping Knives and Carton to Carton nicks. Watch the creation of Dieboards, Phenolic Counter, Spot Sheets and Coating Blankets. Bender outputs will also be discussed, all while spotlighting the new features in Impact 2022. A great way to kick off the conference.

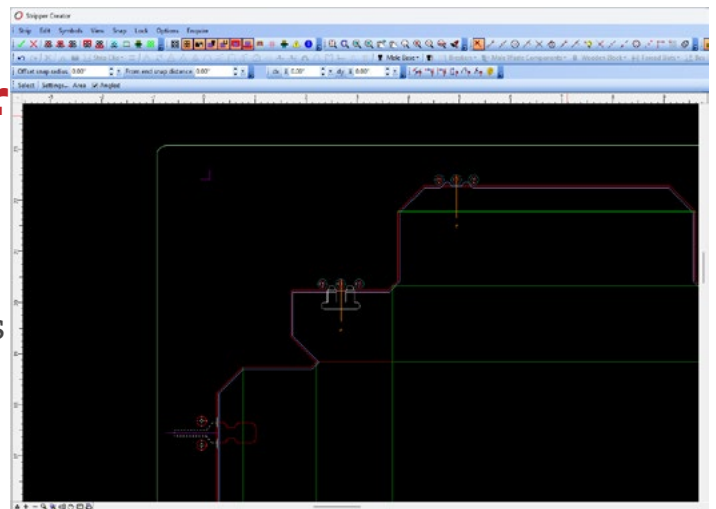
## Manufacturing Series - Blanker and Steel Counter Processes

Have you seen the process for creating a Blanker and Steel Counter using the BOBST Power Pack database? If not, you'll see it here. Even if you have experience with this functionality, you're sure to notice some tips and tricks that you may not have seen before. There's something for everyone's workflow in this class.



## Manufacturing Series – Creating a BoxPlan Stripper

Let the database settings work for you. See the benefits to creating a BoxPlan Stripper using the BOBST Power Pack database. This class will bring you through step-by-step while spotlighting the various settings within the database that help make your daily workload more manageable. Come see what the Power Pack can do for your workflow in Impact.



## Manufacturing Series – Ask the Manufacturing Experts

You have questions, we have answers. Join the Arden Software Manufacturing Experts in this open Question and Answer forum. No topic is off limits. Ask the questions you've been looking for answers to. There's sure to be others in the class that have similar inquiries and you may hear some solutions that you've wondered about in the past, but hadn't had a chance to address.

## APPC 2023 Schedule

**Sunday, June 11**

6pm: Welcome Reception

**Monday, June 12**

8am - 5pm: Day one of classes, presentations and tutorials

7pm - 10pm: Off-site reception

**Tuesday, June 13**

8am - 4pm: Day two of classes, presentations and tutorials

5pm - 9pm: Offsite activity

**Wednesday, June 14**

8am - 12pm: Final day of classes, presentations and tutorials



[Register now to view and choose your classes](#)







## BOBST

BOBST is one of the world's leading suppliers of substrate processing, printing and converting equipment and services for the label, flexible packaging, folding carton and corrugated industries.

Discover Impact CAD with BOBST PowerPack. Powerful and flexible, this software, which is custom-made for BOBST machines, speeds up the creation of die-cutting tools, while reducing waste and risks of error. Delivering a rapid return on investment, it is truly the best structural and manufacturing packaging design software available.

## Meet the partners

At APPC 2023, you'll get the chance to discover our top integration partners to highlight exactly what you can accomplish with the Arden suite of products.



## HYBRID Software

HYBRID Software is a software development company focused on innovative productivity tools for the graphic arts industry.

Thousands of customers worldwide in all areas of pre-press and print, including labels and packaging, folding cartons, corrugated, wide format, and digital printing have been increasing their efficiencies utilizing solutions created with HYBRID Software products.

Their 3 flagship products are:

**CLOUDFLOW™** - A modular production workflow suite for file processing, asset management, soft proofing, and workflow automation.

**PACKZ™** - A native PDF editor that offers all pre-press tools and functionality in a single workstation application.

**IC3D™** - A real-time all-in-one package design software that lets you generate live 3D virtual mockups on-the-fly.



## Registration

**Active SMC Registration:** \$1,995 for the first attendee, \$1,195 for each additional attendee from the same company

**Standard Registration (without Active SMC):** \$2,495

**Guest Registration:** \$295

Following registration, you will be invoiced by Arden Software. Payment must be made in full by **Friday, May 12, 2023.**

**Registration includes:** All classes, presentations and tutorials. It also includes the Sunday reception, breakfast and lunch on the Monday and Tuesday, breakfast on the Wednesday, plus offsite activities on the Monday and Tuesday.

**Guest registration includes:** The Sunday reception, breakfast and lunch on the Monday and Tuesday, breakfast on the Wednesday, plus offsite activities on the Monday and Tuesday.

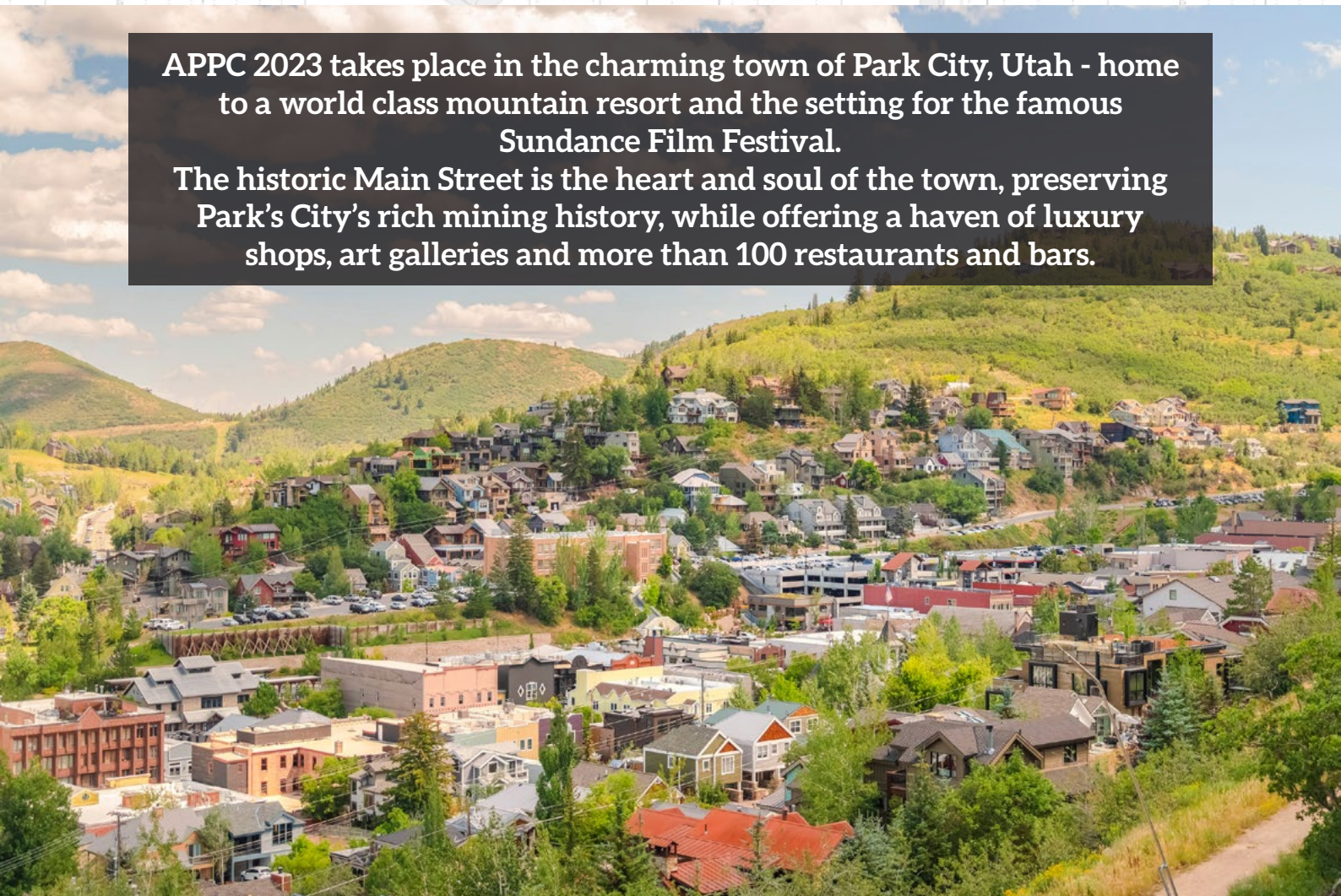


**Register now at [www.ardensoftware.com/appc23](http://www.ardensoftware.com/appc23)**

If you have any questions, please email [ksilianoff@ardensoftware.com](mailto:ksilianoff@ardensoftware.com)

APPC 2023 takes place in the charming town of Park City, Utah - home to a world class mountain resort and the setting for the famous Sundance Film Festival.

The historic Main Street is the heart and soul of the town, preserving Park's City's rich mining history, while offering a haven of luxury shops, art galleries and more than 100 restaurants and bars.





## Stay at the Sheraton Park City

Sheraton Park City is located 35 miles from the Salt Lake City International Airport.

With renovated guest rooms, event space, and public areas, this contemporary mountain hotel is the perfect location to bring people together to enjoy Park City's year-round activities.

Guests can enjoy the hotel's many features such as the indoor atrium pool with hot tub and sauna, game room, Starbucks and gift shop, as well as Timbers Restaurant and Lounge with outside covered patio and fire pits.

Enjoy Wi-Fi in all guest rooms and shuttle services to historic Main Street. Park City's local activities include Utah Olympic Park, skiing, tubing, snowmobiling or ATV rides, hiking, mountain biking, hot air balloons, fly fishing, golfing, spas, restaurants, shopping, museums, and art galleries.

### Address:

**Sheraton Park City**  
**1895 Sidewinder Drive**  
**Park City, Utah 84060**  
**435-649-2900**

[Visit the Sheraton Park City website.](#)



## Hotel reservations

Arden Software has arranged a special conference rate with Sheraton Park City for \$162.00 per room.

Attendees are responsible for their own lodging reservations. To ensure room availability and conference rate, you must make your reservation before **Monday, May 22, 2023**.

Guests making reservations for APPC 2023 should call Marriott Reservations at **1-800-228-9290** or **1-435-649-2900** and identify themselves as members of the Arden Software Group, or you can use our [booking link](#).

**Please note:** *Rooms at the special conference rate cannot be guaranteed after the May 22, 2023 deadline.*

## Transport

Getting to Salt Lake City is easier than you think. There are direct flights to and from more than 90 cities into Salt Lake City International Airport (SLC). From the airport, it's only 35 minutes to Park City via I-80.

Uber and Lyft are convenient and reliable modes of transportation to and from the airport. Alternatively, Canyon Transportation offers shuttle services to Park City. Call 801-225-1841 or visit [www.canyontransport.com](http://www.canyontransport.com)



Get a special rate at the Sheraton Park City