

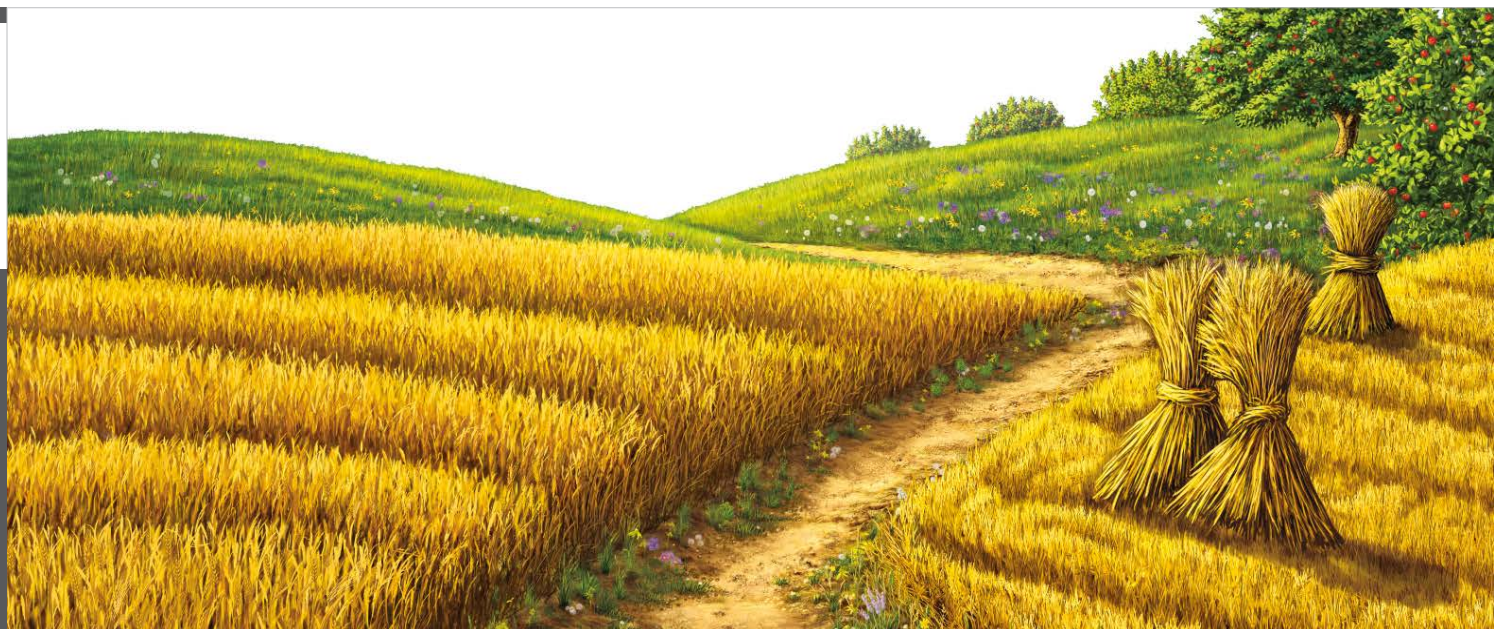
Nature's Path Organic Foods: organic, tasty, healthy, and sustainable.

Leading maker of organic foods supports consistent and smooth creative by implementing Adobe Creative Cloud for teams.



"Adobe Creative Cloud includes everything we need to design incredible packaging. We consider Creative Cloud for teams a necessary investment for our company."

Ron Boucher, information technology manager, Nature's Path Organic Foods



SOLUTION

Adobe Creative Cloud for teams

RESULTS



CONSISTENT BRANDING

Standardized on Adobe creative software to help maintain consistently branded packaging across products



EASY COLLABORATION

Simplified file sharing by eliminating issues caused by version incompatibilities



EXPANDED TOOLSET

Encouraged design team to experiment with new software and features to expand design creativity



SEAMLESS WORKFLOWS

Enabled fast, seamless workflows to accelerate package design and production

Nature's Path Organic Foods

Established in 1985

Employees: More than 400

Richmond, Canada

www.naturespath.com

CHALLENGES

- Maintain consistent look across hundreds of product designs
- Expand creative power of in-house design team
- Improve collaboration internally and externally



Deliciously healthy organic food

Nature's Path Organic Foods is the largest independent manufacturer of organic breakfast and snack foods in North America. Making tasty organic, sustainable food is the family-run company's passion. The Nature's Path team loves finding new superfoods and developing delicious, new recipes that pair healthy eating with social responsibility.

In everything they do, from sourcing ingredients to designing packaging, the Nature's Path team strives to leave the earth better than they found it. The company's design team supports that mission by doing what they can to make the packaging as environmentally friendly as possible. Making delicious organic food allows Nature's Path to take care of people and the planet.

Highlighting the company's drive and commitment, Nature's Path offers hundreds of products for sale in more than 40 countries. For the in-house graphics team, this translates to the need to create a wide range of packaging designs that are fresh and eye catching, while conveying a consistent brand worldwide.

"We work closely with each other and our vendors to develop packaging we are proud of," says Jeff Deweerd, creative team lead at Nature's Path. "We're always sending files back and forth, which means that standardizing on the latest and greatest design software with Adobe Creative Cloud for teams streamlines workflows and reduces incompatibility issues." As a long-time user of Adobe creative software, Nature's Path decided to standardize on Adobe Creative Cloud for teams.

“With Adobe Creative Cloud for teams, it’s easier to try new things, experiment, and get the hang of new features while still keeping up the workflow and the design quality.”

*Jeff Deweerd, creative team lead,
Nature’s Path Organic Foods*

SOLUTION AT A GLANCE

- Adobe Creative Cloud for teams.
Apps used include:
 - Adobe Photoshop CC
 - Adobe Illustrator CC
 - Adobe InDesign CC

Developing impactful packaging

With Adobe Creative Cloud for teams, the graphics team at Nature’s Path gains access to all of the creative software it needs. Printed materials and artwork are designed using Adobe InDesign CC. Designers can easily bring in visuals from other Adobe software, such as photographs edited in Adobe Photoshop CC or logos developed in Adobe Illustrator CC to enhance designs. Designers also rely heavily on Illustrator for signage, promotional graphics, and flexographic packaging designs for plastic or metal wraps and pouches.

With Adobe Creative Cloud for teams, the design team gains access to a wide range of Adobe creative software. Although the team previously used Final Cut Pro for short videos, designers are now looking to reduce development time and improve output with an Adobe video workflow based on Adobe Premiere Pro CC and Adobe After Effects CC accessible with their Adobe Creative Cloud for teams membership.

The team also sees great potential in Adobe Bridge CC. Not only can Adobe Bridge enhance centralized asset management with visual searches, but batch editing commands will also allow designers to boost productivity dramatically by easily applying non-destructive filters across all assets.

“With Adobe Creative Cloud for teams, it’s easier to try new things, experiment, and get the hang of new features while still keeping up the workflow and the design quality,” says Deweerd.

Smooth collaboration

With everyone working on the same, up-to-date versions of Adobe creative software, the graphics team enjoys smoother collaboration with coworkers and vendors. Designers now spend less time exporting and repackaging files, and more time working to develop their ideas.

“Adobe Creative Cloud includes everything we need to design incredible packaging,” says Ron Boucher, information technology manager at Nature’s Path. “We consider Creative Cloud for teams a necessary investment for our company.”

