

# Artwork & Promotional Material

Grégory DESGRANDCHAMPS

October 17th, 2025

1:30pm - 2:30pm	<b>A Better Way to Efficiently Manage Complex Portfolios Featuring Septodont</b> Septodont & Pierre Stanislawski	<b>Chaos to Control with Ennov Supplier Management: Demo</b> Grégory Desgrandchamps	 Visit the World Café to spend 1:1 time with experts for private demos, or personalized discussion about: <ul style="list-style-type: none"><li>- Ennov Analytics -</li><li>- PV and Signal Detection -</li><li>- Clinical -</li><li>- Project Support &amp; Customer Success -</li><li>- DocShifter -</li></ul>
2:30pm - 3:30pm	<b>ePI Simplified: One Platform, Fewer Tools</b> Ennov & IntelliNotion	<b>Unified Brands through a Unified Platform: Artwork and Promotional Materials: Core Model and Demo</b> Grégory Desgrandchamps	
3:30pm - 4:00pm	Afternoon Break		



# Presenters

Bringing together the best in the industry



**Gregory DESGRANDCHAMPS**

*Product manager - Quality*

Greg joined the Ennov team in January 2024 after more than 20 years in the pharmaceutical industry. His responsibilities included the management of quality applications – among others the Ennov application - and compliance for computerized systems.

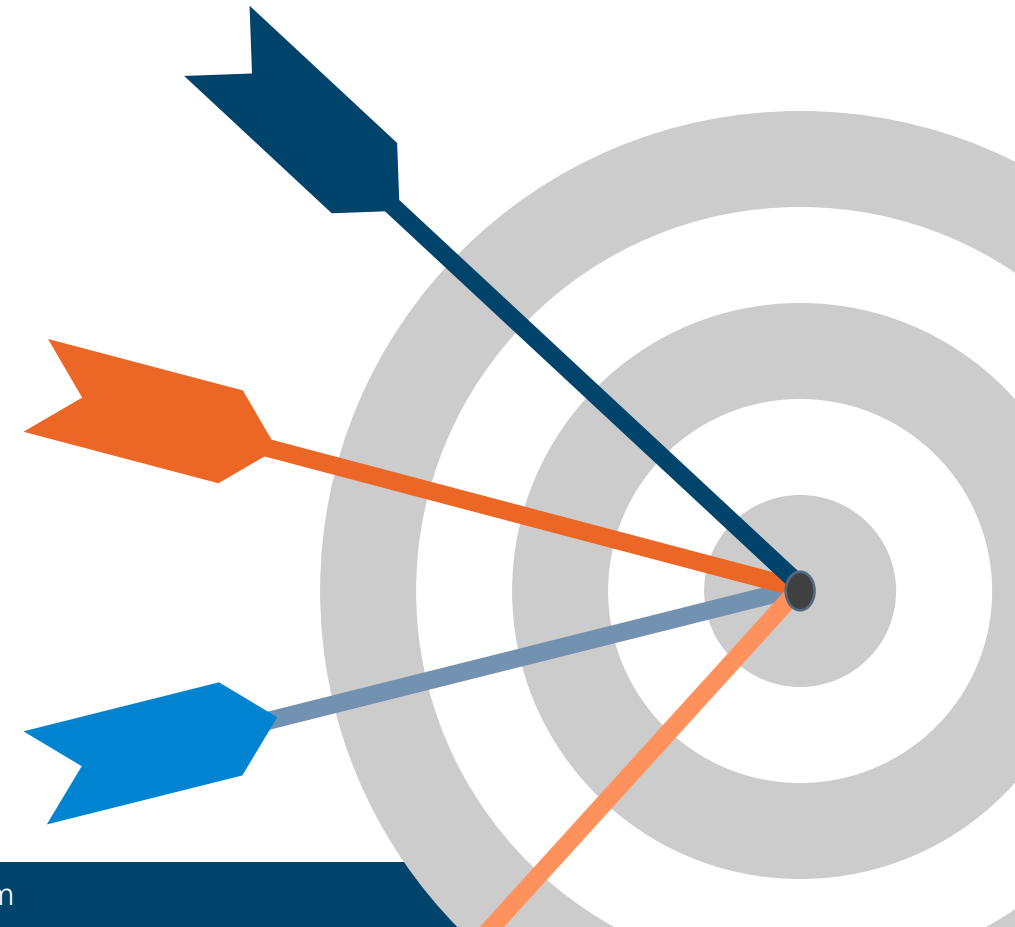
At Ennov, he makes sure that the quality solutions and associated deliverables meet the expectations of the industry. For this, Greg's experience on the other side of the fence is invaluable.

# Objectives

*Discovering the Artwork and Promotional material core models*

*and*

*Exploring proofing and comparison tool.*



# Agenda

1 Introduction

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2 Artwork: Concepts and demonstration

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3 Promotional Material: Concepts and demonstration

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4 Benefits and Strengths

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# 1 – Introduction



# Artwork

- › Mock-up of any printed packaging material of pharmaceutical product or medical device
- › For all kinds of packaging article: leaflet, label, box...
- › International context for worldwide products
  - › Local regulations
  - › Various languages
- › Multiplication of artworks and versions
- › Regulated documents
- › Important root cause of batch recall



# Promotional Material

- › Commercial/Marketing support dedicated to promote a medicine, medical device, a lab, inform about a disease...
- › For all kinds of recipients: Public, Medical staff or lab sales force
- › Various formats,
  - › Digital: Video, Film, Social network
  - › Paper: Poster, Press...
  - › Medical communication, training
- › Communication is strictly regulated and supervised
- › Regulated document, in accordance with Market Authorization, required authorization in some countries



Quality



Regulatory

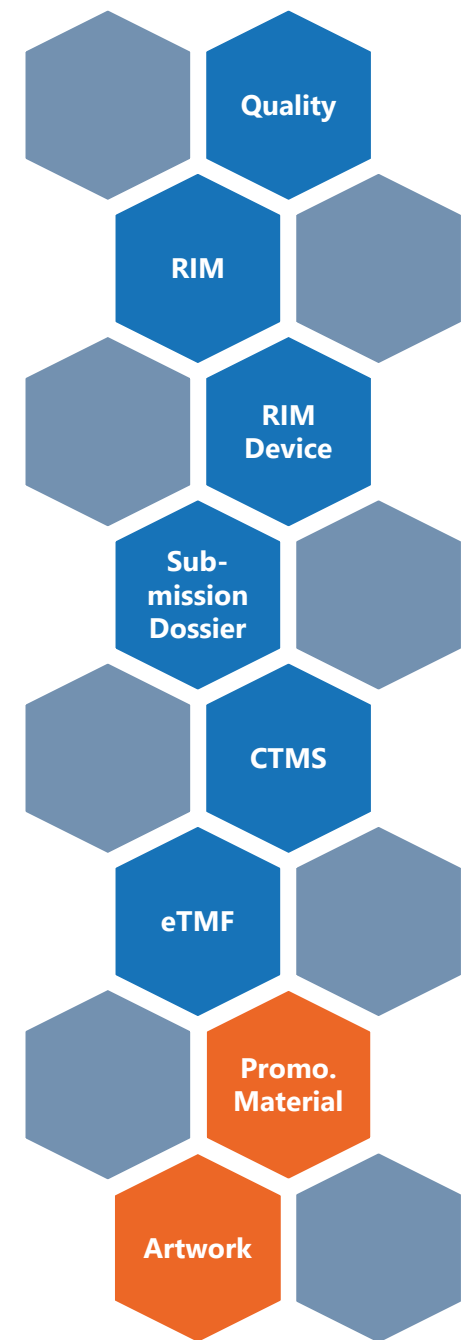


Commercial



# The concept of Ennov core models

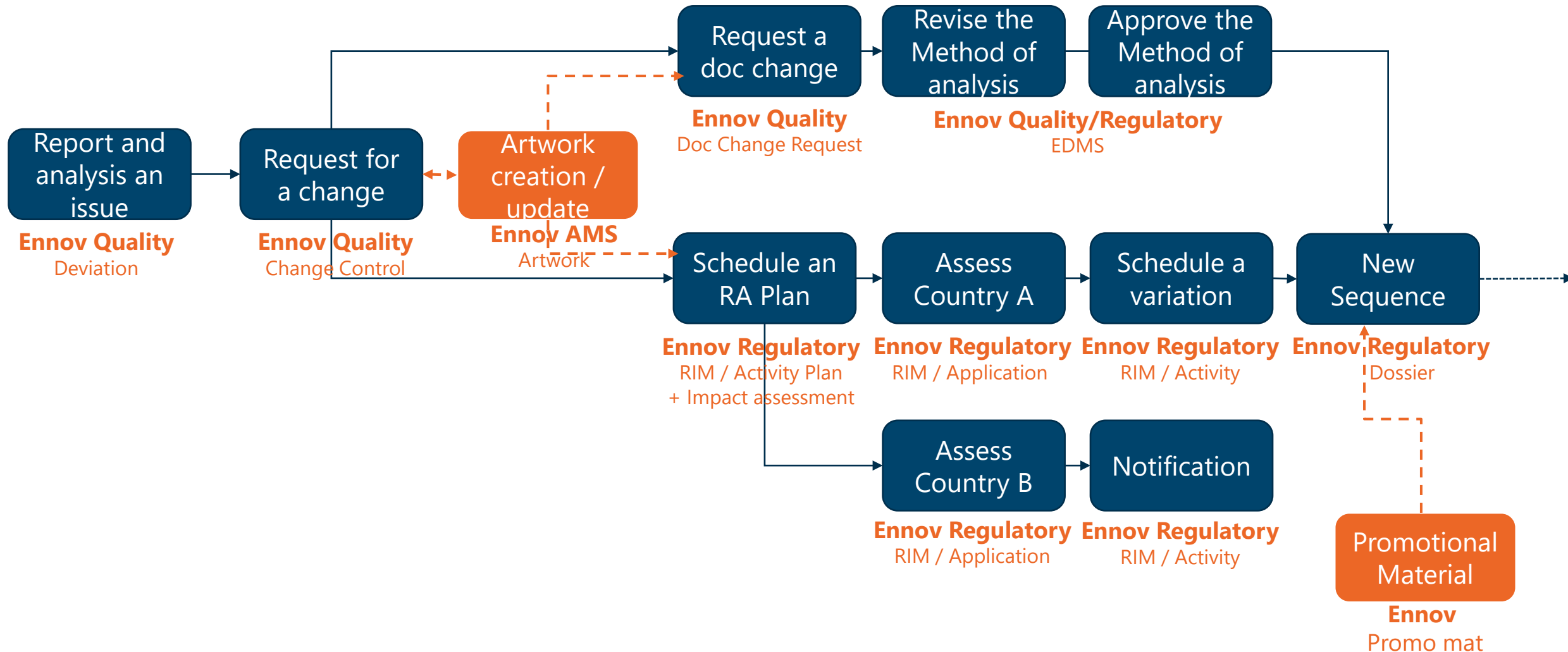
- › An Ennov Core Model is an **out-of-the-box** solution that meets a specific business needs:
  - › Quality Core Model
  - › Regulatory RIM Core Model
  - › Device RIM Core Model
  - › Regulatory Submission Document Core Model
  - › Clinical eTrial Master File Core Model
  - › Clinical Trial Management System Core Model
  - › **Promotional Material Core Model**
  - › **Artwork Core Model**
- › Core models built around a common core on a **unified platform** and **fully configurable**





# Unified platform benefits

Use the same workflow system and data across the company

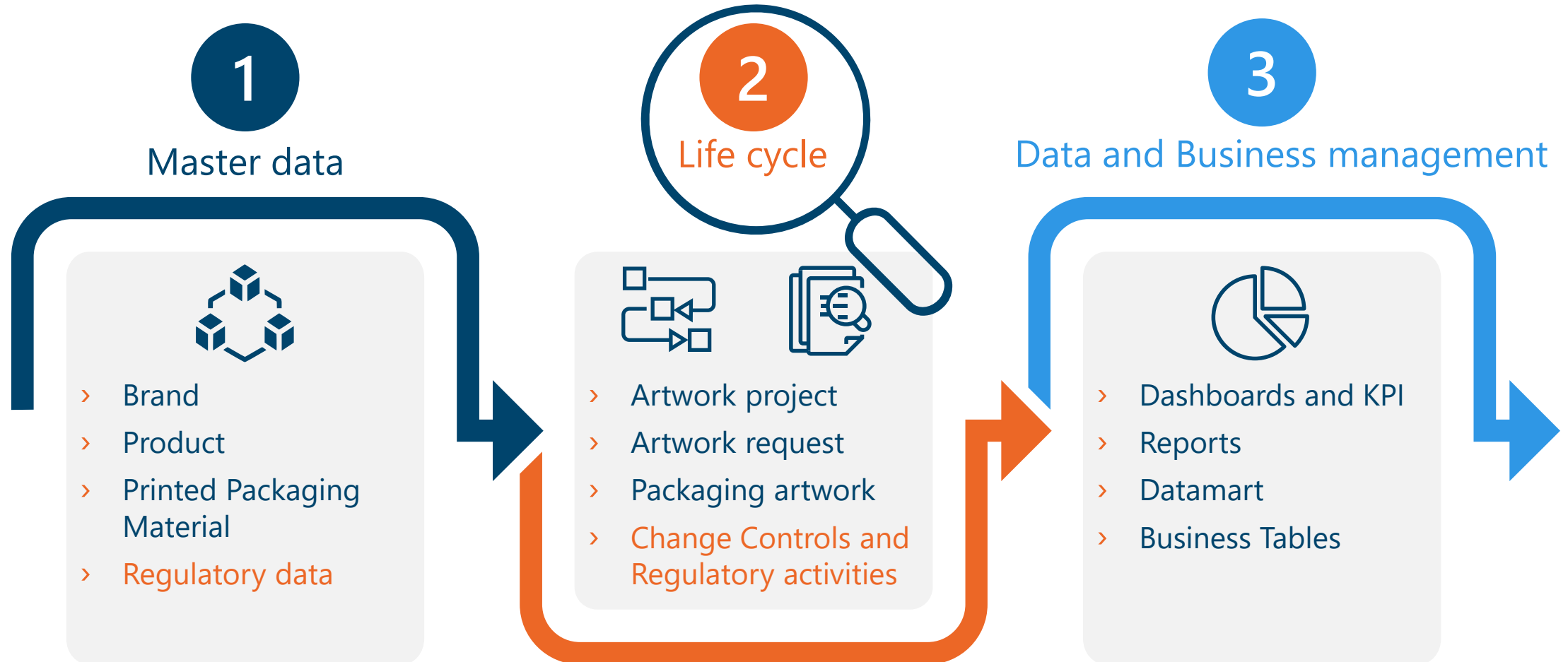


## 2 – Artwork: Concepts and demonstration



# Artwork of Printed Packaging Material

## Dedicated Core Model



# Artwork life cycle



# Artwork life cycle

- › Artwork project (optional)
  - › Group several **Artwork requests** to have a global overview
- › Artwork request
  - › Can be triggered from an Artwork Project or Created on the fly
  - › Allow to manage the **Creation** or the **Update** of an Artwork document
  - › One to one: One Artwork request for One artwork document (creation or update)
- › Artwork document
  - › Triggered from Artwork request (link)
  - › Version management

# Demo



## Use case 1

“

Launching of an existing product in a new country: Ennovitol 200 Tablet Spain & Portugal.

We need to review box mockup.

”

## Use case 2

“

Following a Change control, we need to  
update an approved Label:  
Ennovitol 200 Tablet Spain/Portugal - Label.

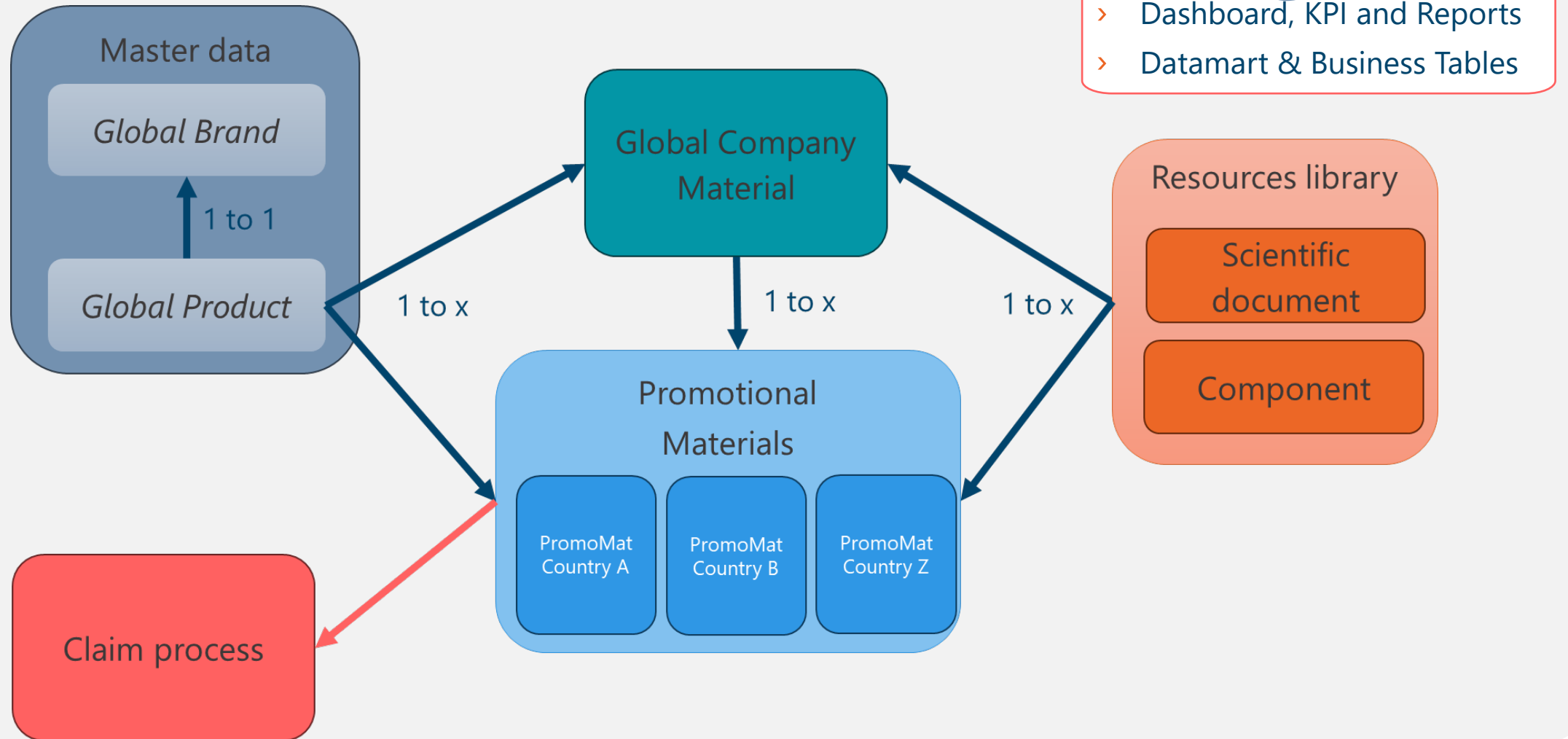
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# 3 – Promotional Material, concept and demonstration

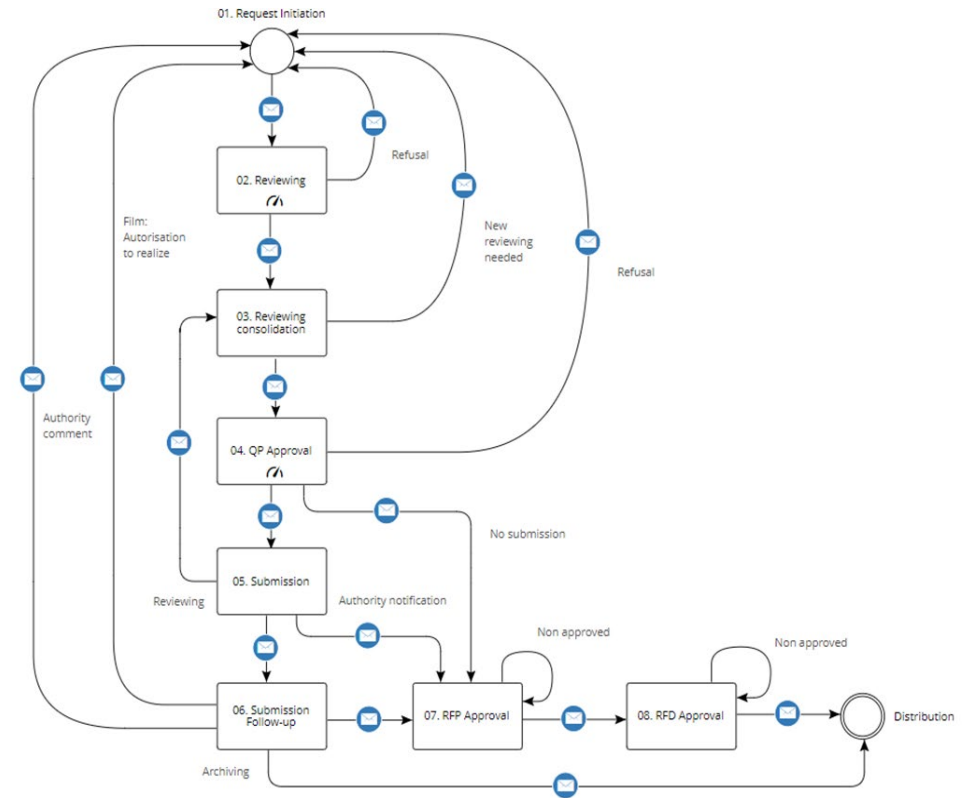


# Data model for promotional material



# Key concepts for promotional material

- › End to end process
- › Internal approval steps (MLR)
- › Management of all type interactions with the authorities
- › Any type of material, including film or Video support



# Demo use cases



1/Create National declination(s) from Global Company Material to highlight relationships

2/Review a “PDF” material to demonstrate review flow and annotation features

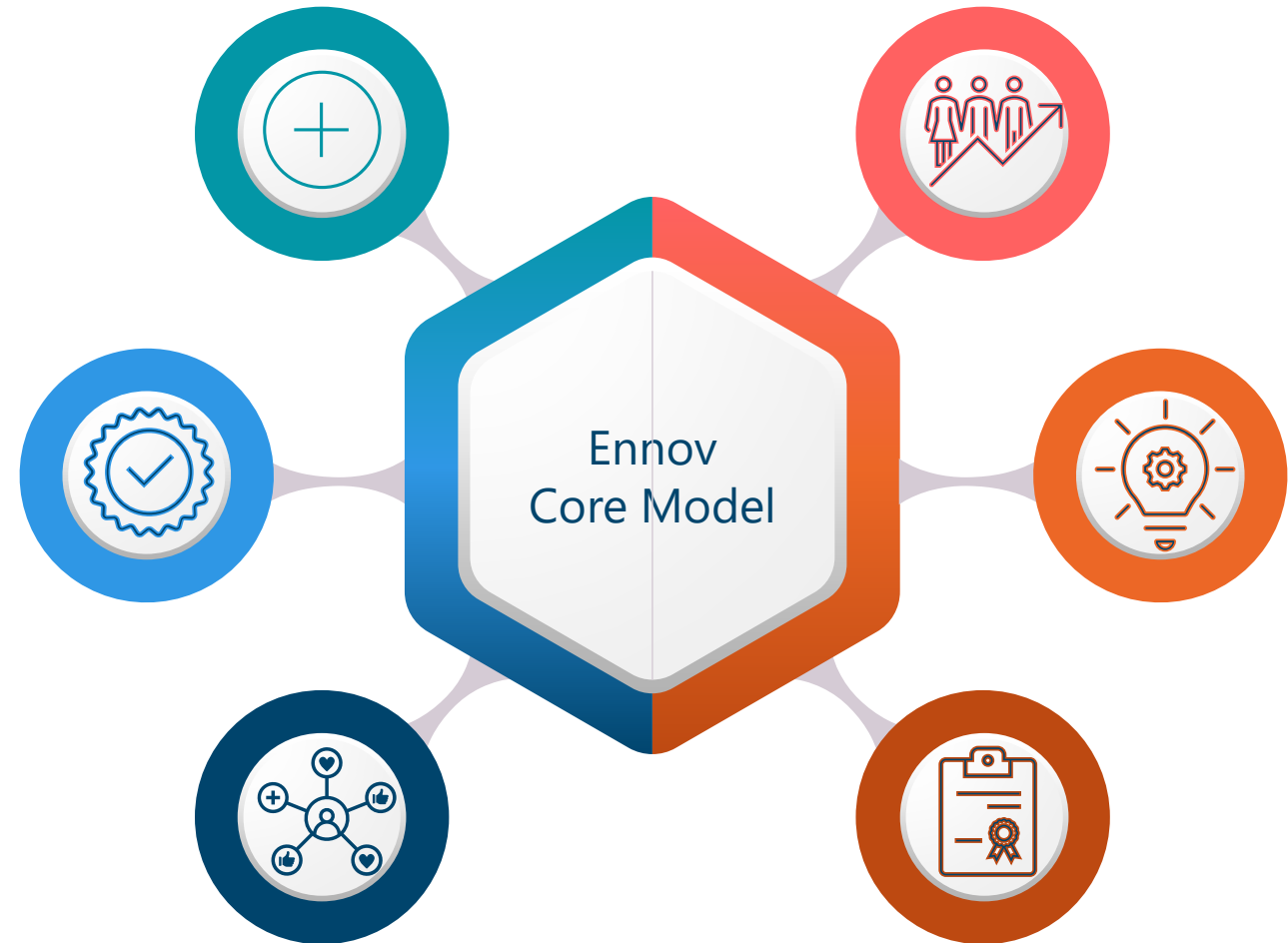




## 4 – Benefits and Strengths

# What makes ENNOV unique

- › Time to market
- › Compliance
- › Collaboration
- › Central repository
- › **Unified Data**



**Thank you for your  
attention**