

Internship at EskoArtwork

It has been an honor and a challenge being the first foreigner trainee at EskoArtwork's Research and Development Department. I can say I am fortunate at all points. I am a Hungarian, graduating student at the Budapest Tech Polytechnical Institution, studying packaging technology.

As for the company, EskoArtwork is a global supplier and integrator of innovative solutions for packaging, commercial printing and professional publishing. This company is the worldwide market leader with pre-production and collaboration software for packaging buyers, designers and manufacturers.

Thanks to the Erasmus Programme, the Budapest Tech has a strong connection with the Arteveldehogeschool located in Ghent, which finally conveyed me to EskoArtwork. The business activity of the company perfectly fitted my own interest in the packaging industry. I think packaging designing is the most varied task where you can put your creativity to test. It is absolutely a coincidence that I could come for training just to EskoArtwork, the developer of ArtiosCAD. This is the world's most popular structural design software for packaging design. When I applied for this internship in the middle of January in Budapest, I was right in the thick of the preparation of my thesis. I was writing about the packaging of computer hardwares, also designing four new variants of corrugated boxes for personal computers with ArtiosCAD. Unfortunately I was obliged to hand over the thesis to the Budapest Tech in May. That is why I could stay only a bit more than three months at EskoArtwork.

In Hungary I had been twice on summer internship. It was an extra difficulty to get into at both places, since you are usually not welcome. Companies in Hungary unfortunately do not really see, that an internship can be beneficial not only for the student but also for the company. During those traineeships I felt I was a burden to them, and there were not even an assignment which could have been profited

Compared to Hungary, Belgium is a more developed country with another sort of mentality. This fact seemed to guarantee that an internship at EskoArtwork would be different. The representatives of the Arteveldehogeschool, Mrs. Linda Bogaert and Mr. Luc Berth are the ones who had made the contact with EskoArtwork. I was not on my own even from the very first day onwards. Mr. Berth took me to the company to have the first meeting, where I met my internship coaches, Wim Fransen and Stef De Meulemeester. I was kindly welcomed, the conversation was free and easy with lots of humor. During the meeting we discussed what I could expect from EskoArtwork, what they could offer me, and what my duties would be. I reported on my thesis work and they offered to cut out my planned boxes with EskoArtwork's Kongsberg machine. This was only one of the surprises I experienced during my stay in Ghent

On the first working day Stef introduced me to the fellow-workers in the R&D Department, and guided me around the premises. The building looked like just an ordinary modern office building from the outside, but the interior was very impressive. Another thing I liked was that you do not have to worry about getting to work in an exact time. It is enough to start between 8 and 9 in the morning, and after working 8 hours straight, you can leave depending on your arrival time. I do not know a company in Hungary yet that relies on the goodwill of its employees that

much. By lunchtime it turned out that EskoArtwork subsidizes my meals with lunch tickets. That helped me a lot to stay in my budget line, which wasn't too much.

For getting started, Stef gave me a short overview of EskoArtworks softwares I could work with during my internship. My first week passed with getting used to the new environment and also with getting acquainted with EskoArtwork's softwares and plug-ins. Studio Toolkit for Felxibles was one of those, which is a designing software for flexible packaging structures (bags, pouches). The other was Visualizer, the most spectacular software I have ever seen. This application is to create and share ultra-realistic on-screen mock-ups and soft proofs of complex packaging and label designs with high-value finishing effects.

I had two big designing projects during the intership, the assignment was both time to find out a sort of product, make the shape of the package with Studio, design the graphics with Adobe Photoshop and Illustrator, then export movie files with Visualizer. The first was Choco Hug, a chocolate bar in a pillow bag. It took me three weeks to achieve the result shown in the picture.



The second project was Brill, a liquid detergent for color clothes. This time I wanted to design a more challenging structure with colorful graphics. It was a rough going again to get the final result, since I had to face with many ocured problems during designing. The benefit of Choco Hug and Brill project was the improvement of my designing skills, having made two sample products, which EskoArtwork might use when demonstrating Studio or Visualizer.



I also spent a lot of time with developing my thesis boxes in ArtiosCAD. After the first cutting on the Kongsberg machine, I realised that I had made some lesser or greater designing mistakes. Thanks to the test pieces, I had the possibility to study and repair them. After the second cutting, the boxes could be assembled properly, it proved I had made right calculations this time.

In the beginning of April I participated in a five-day internal training related to ArtiosCAD. Even though I was not a beginner, the course was still absolutely useful. I have learnt new designing tools, how to create manufacturing plates, die-boards, as well as reports. Since I know them, I have been able to work much faster in ArtiosCAD. In addition, I got a certificate of the training, which will probably come in useful when e.g. applying for a job.

I have had smaller assignments too. After the Choco Hug project I had to make a step-by-step tutorial for Studio's documentation based on my design. Once in a while my task was to create sample files in ArtiosCAD, so that the fellow-workers could test them in Visualizer. Sometimes I found bugs in the softwares and I reported on them orally or written.

As another special event in April, the team spent a day with deepening its knowledge of packaging. In the morning there was a presentation about the theory of packaging, then in the afternoon we went to visit a film manufacturer company, to see how cellophane and BOPP (Biorientated Polypropylene) films are made.

As we had discussed on the first meeting, I made short notes each day about the happenings of the relating day. Then 1-2-page reports were prepared every weekend, based on the daily notes. Finalizing my internship, I also had to write a final evaluation and to hold a presentation of my projects on the last day. These were not easy tasks, but it was worth to prepare, because I can resuscitate my internship activity anytime I want.

In a nutshell, the job was so enjoyable, that time passed quickly on every day. Stef and Wim were always within call whenever I needed. The other fellow-workers were also kind, helpful and inquisitive. The Belgian's sentiment is quite unlike Hungarian's. Due to the bad state of economy and social infrastructure, discontent and conflicts has become regular at home. As far as I was staying in Belgium, I observed that people are not jealous and envy to each other. The daily work and the atmosphere at EskoArtwork was such a thing that I could see on the behavior of the employees, what they are doing. For my part, I was treated since the very first day, as if I had been working there for a long while. I could feel like a trusted and appreciated employee. I would readily come back here anytime.

As a reward for my work, they offered me the latest version of ArtiosCAD with full customer license. Having been a trainee, I did not expect to get anything but experience during the internship, and I could not even have imagined a better "wage" than my own ArtiosCAD for personal use. I can "play" and work with it at home, being free to design boxes to myself anytime I get inspiration about new solutions for packaging.

It has been my longest and first really useful internship so far. During my staying I gained not only work experience, but I have also expanded my knowledge in the packaging and printing industries. However, communicating in English was not an easy matter, I have learnt plenty of new words and terms. I improved my ArtiosCAD acquaintance and also imbibed the basic use of other new applications. Last but not least, EskoArtwork contributed by wholesale to make my

thesis successful. In retrospect of my period at EskoArtwork, I can not find any negatives, not even in search of. I feel my chances of being employed and having a good job has multiplied. As an entrant, I am now in the possession of the very important and remarkable work experience, and the top it all, obtained on abroad. I can advise to every future Erasmus-student to take time by the forelock, and courageously apply for an internship at a company similar I had been. I am very proud of having the opportunity to work at the acclaimed EskoArtwork, having participated in its work routine, and of having come by valuable relationships and experiences. I am beholden to EskoArtwork, the Arteveldehogeschool, and to the Budapest Tech for these three profitable months spent in Ghent. This internship remains a memorable period and an important milestone in my life.