

INSIDE HAJOK

May we introduce our final artwork team! 8 creative people, passionate and wholeheartedly committed to their work, each with a very precise eye for detail are the “test centre” for all our design work. The final artwork department is the interface between design and printing. Here design data is prepared after the design process for further processing and printing. Final artwork directors Andrea Hoppe and Nicole Zylka spared a moment to answer our questions and give us an insight into their work.



Super Teamwork!

How did you come to join the final artwork department and HAJOK Design?

Andrea: I am a media designer and have been with HAJOK Design for almost 7 years. During this time I created the final artwork department when the agency landed a major contract.

Nicole: I studied graphic design and have been part of the team at HAJOK since February 2013.

What skills should you have as a final artwork graphic designer?

Andrea: Accuracy, discipline, a structured way of thinking and sense of order are good prerequisites.

Nicole Zylka



Andrea Hoppe

What do you enjoy most about your work?

Andrea: I really enjoy working in the team and supporting projects together right up to completion.

I am always delighted to be able to admire the finished products later in the supermarket!

Nicole: I especially like making a seemingly impossible design possible! Particularly the complicated projects really suit me.

What makes working at HAJOK so special?

Andrea: Here everything is under one roof! This makes completing all tasks much faster, because the different processes intermesh and

communication paths are much shorter. Clients can bundle together all necessary information and give it us without the need to brief several companies or agencies.

What challenges do you face?

Nicole: Tight deadlines, legal requirements and final feasibility are all part of our daily business. From bouillon cubes to mustard or bags of muesli. Regardless of whether flexo or offset printing, each pack has different requirements.

Convincing results

With their flexibility, speed and creativity, the final artwork department always manages to meet demanding deadlines and impress clients with great results. We are very pleased to have such a professional and cheerful team at the agency!

