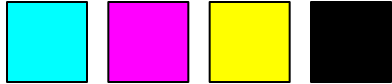


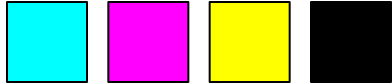
Color consistency throughout the run



Before going to press – Process colors

- Understand how the variables interact

2-stage fingerprint to linearize the print, then to capture achievable color gamut



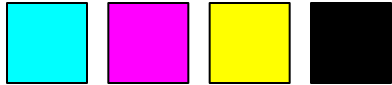
Before going to press – Process colors

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2-stage fingerprint to linearize the print, then to capture achievable color gamut

- Separate correctly

Gray Component Replacement removes the susceptibility for color shift



Before going to press – Process colors

- Understand how the variables interact

2-stage fingerprint to linearize the print, then to capture achievable color gamut

- Separate correctly

Gray Component Replacement removes the susceptibility for color shift



Before going to press – Line colors

- Consistency of specification

Have standard specifications for all engravings, not just product cylinders

Trust, but verify – check your cylinders before use



Before going to press – Prepare your ink

- Get your ink ready for press

Use K-proofer plates and Geiger cylinders



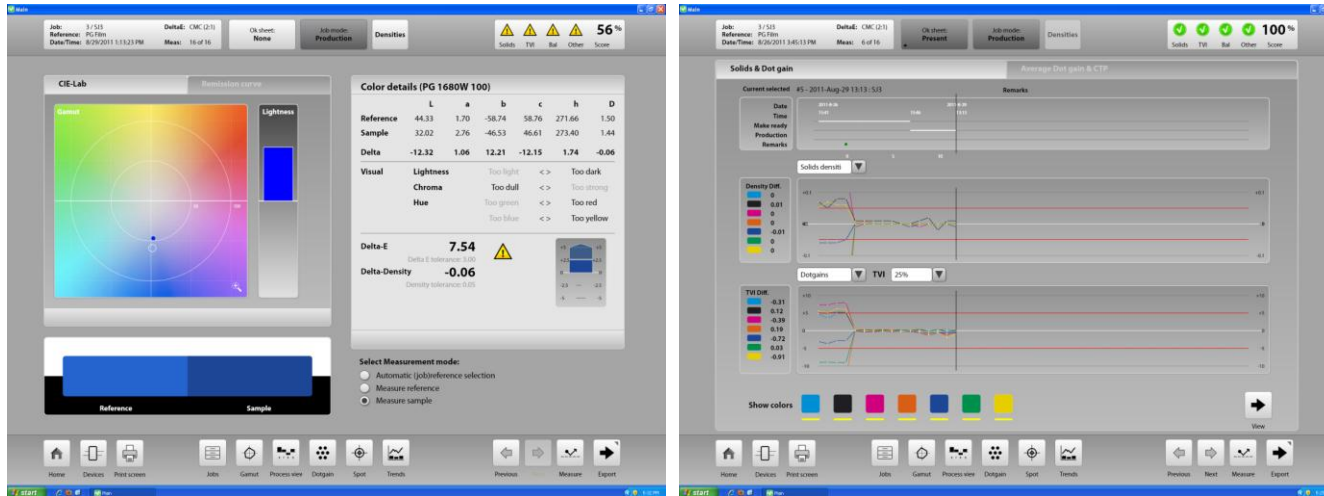
Using Trident supplied cylinders, “we are seeing correlation (between the printing press and the K-proofer/Geiger presses) to a Delta E of 0.5 CMC or less.” - Colin Price, Snr Project Manager - Siegwirk



On press – Measure

- Look at your printed run

Measure the color throughout the run, comparing to established color standards
Measure the changes, and adjust ink accordingly





On press – Measure, then use the data

- Print quality management

SmArt PQ - Compare multiple samples, rating color, registration and print defects
 Use data to identify opportunity, then work with the printer to drive improvement



Sm•Art PQ Audit

Sm•Art PQ Audit Code	122	Date Sample Received	8/6/13
Print Supplier		Date Sample Printed	N/A
Brand		Date Sample Audited	8/29/13
Print Process		Roll Number	1
Print Technology		Roll Position	1
Job Description		Master Ref:	
Item Description		Item Code:	14701

Colors	Registration	Density @ 100	Delta E @ 100	Pantone Target	Target Delta E	Closest Match	Delta E	Dot @ 50
MP PREMIUM 16.5 YELLOW	4.00	1.24	2.45	Pantone 4545 C	4.95	Pantone 4525 C	0.9	58.6
COMMON 186 RED	4.00	1.46	2.21	Pantone 159 C	1.58	Pantone 159 C	1.58	71.8
DECAF ORANGE 021	3.00	1.63	5.63	Pantone 369 C	1.34	Pantone 369 C	1.34	79.7
BLACK 4 - COMMON WHITE	4.00	1.55	4.82	Pantone 7547 C	7.97	Pantone 433 C	4.57	61.4

Ink Trap	
Red	NA
Green	NA
Blue	NA

Opacity	
High	NA
Low	NA
Average	NA

Substrate	
Delta E	2.22

Scores	
Registration	3.75
Delta E @ 100	1.50
Visual	3.50
Final	2.56

Print Defects

Questions?