

Color Match - Throughout the Run

Best Practices



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Meeting Customer Color Expectations

- Shelf Appeal in the Marketplace
- Consistent and Repeatable Color
- Competitive Price
- Gain Market Share
- Quality – Product



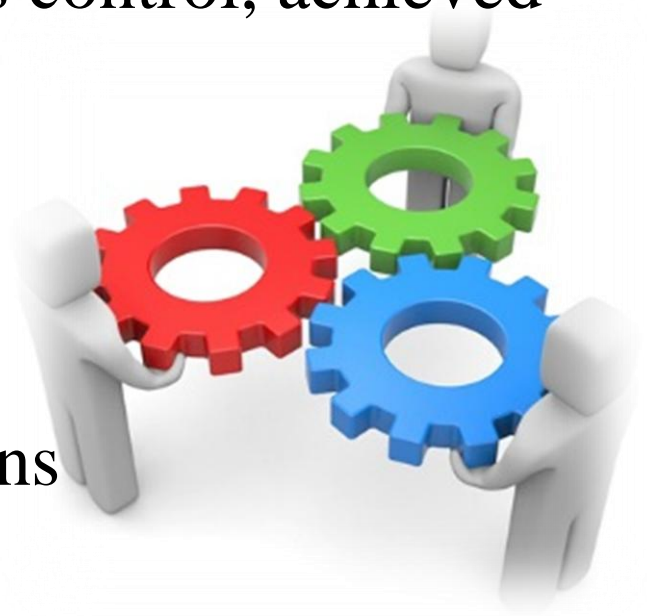
Color Matching Goals

- Reduce raw material waste / Cost related to color matching
- Minimize make-ready time to increase capacity and profitability
- Reduce press pulls to obtain color
- Maintain color throughout the press run
- Repeatable color from run to run



Color Matching-Internal Processes

- Focus and address variability in the printing process
 - Pre Press / Online
- Have consistent internal process control, achieved through:
 - Fingerprinting
 - Process capability studies
 - Development of reaction plans
 - Process Planning



Color Matching – Technical Developments

- Stay open and educated to the latest technologies
- Improve ink and color matching management
- Doctor blade set-up and selection
- Cylinders and engraving innovations and technologies



Color Matching Best Practices Presenters

Printer: **Keith Newton**, Amcor Packaging

PrePress: **Edward Broadhurst**, Trident Americas

Prepress: **David Haslam**, SGS Canada

Doctor Blades: **Johnny Stamey**, MDC

Ink Supplier: **Ken Chapman**, Sun Chemical

