



GRACoL 7

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2008 Gravure Premedia Conference
Naples, Florida – January 14-16, 2008

Your Presenter

- Ron Ellis



CVX-1FD/IF with GLX-10 on EA-10



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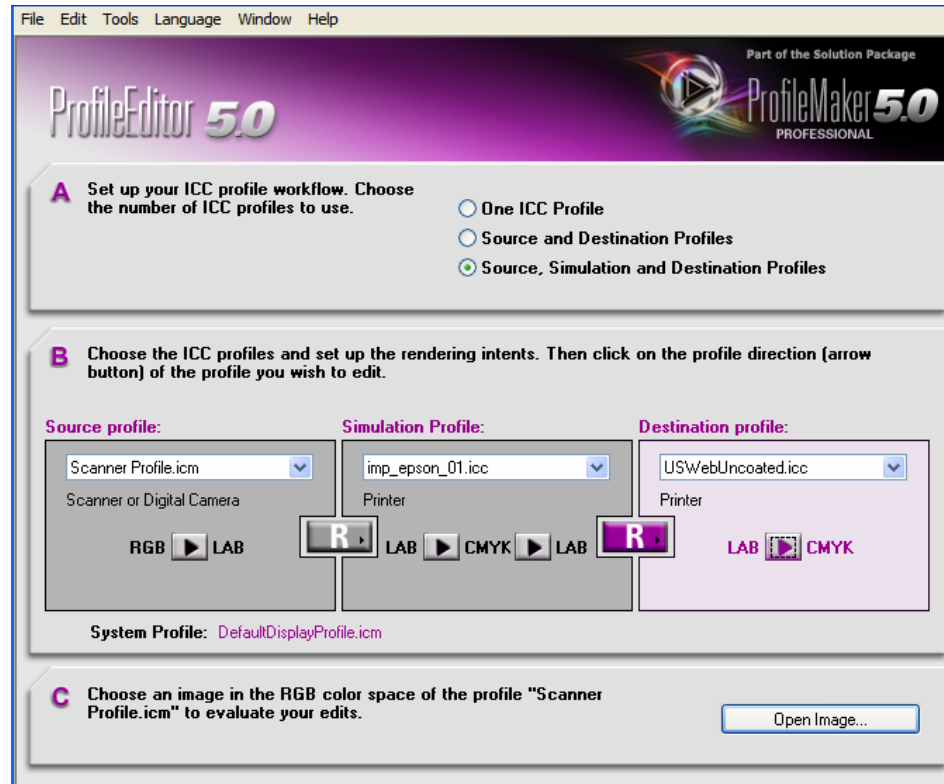
Agenda

- Why GRACoL 7 and SWOP 11?
- How This Can Save Me Time and \$
- How To Apply These Specifications
- What Tools Are Available to Me
- Case study: G7 and Gravure
- Questions and Answers



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Why GRACoL 7 and SWOP 11?



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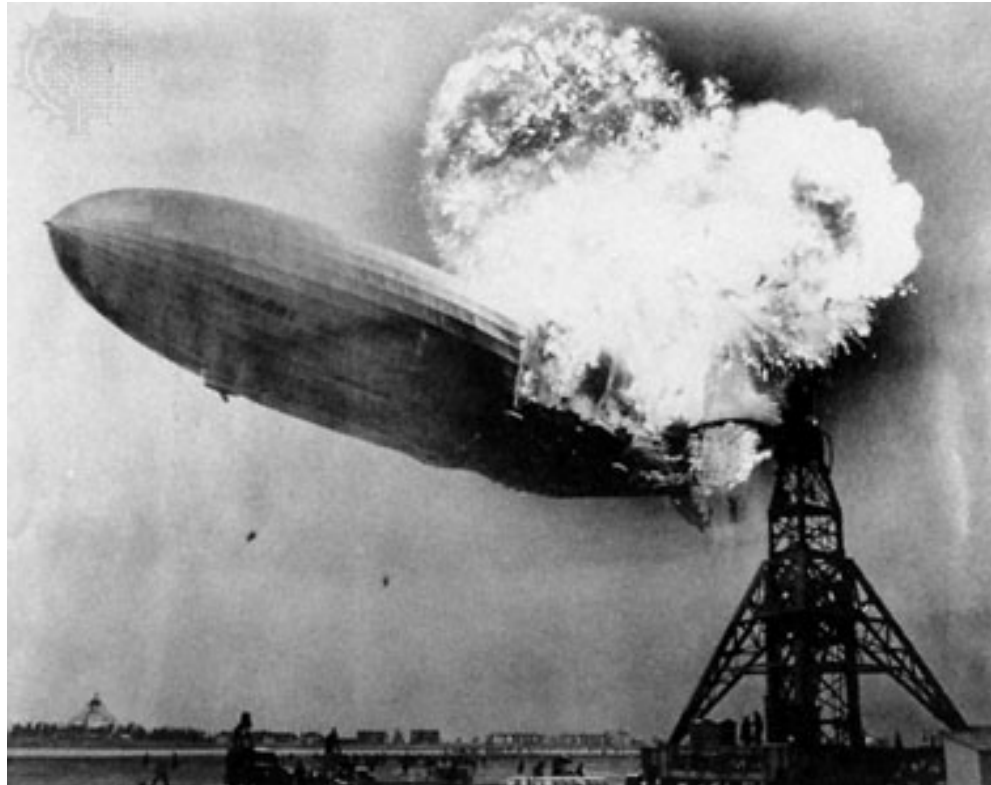
The Pain of Printing

- We do not get the results we want or expect
- Many of us have lowered our expectations or have given up



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Quick Review of the Issues



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Quick Review of the Issues

- Monitors in our shop display the same job differently
- Onscreen display doesn't match copier output
- Our two copiers don't match
- And our inkjet doesn't match screen or copier
- Nothing matches the vendor proof
- And sometimes the vendor doesn't match his own proof



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Quick Review of the Issues

- Pantone to Process is always oddly behaved.
- Lithographer blames Photographer for “bad” images - even though the photographer can show “proofs” that the shots are good!
- International printing - color is never right
- All vendors complain about the Docucolor Proofs I give them.
- Color is different in QX, ID, IL, PS - what the?



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These Problems Extend to the Vendors

- Every vendor prints differently
- Color vendors have their own 'recipes'
- One Kodak Approval or FinalProof does not match the another
- Even within a vendor one press does not match another



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What do I Match?

- Kodak Approval =
- FujiFinal Proof =
- The Epson calibrated to the press =
- The press =



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What do I Match?

- Kodak Approval = often itself or a generic condition
- FujiFinal Proof = often itself or a generic condition
- The Epson calibrated to the press = the specific press that day
- The press = itself on a given day



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What are our Proofs Matching?

- Typically we are matching a specific press at a specific vendor
- The state of that specific press on that day with it's mechanical condition



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The 10 Proof Test

- Make 10 Proofs of the same file from 10 different vendors
- None of the proofs will be identical, many will be visually different



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Enter G7 Calibration

- What if rather than match a specific press we match a print condition
- We make the proofs match the condition
- We make all the presses match the condition
- G7 is a method used to match a press condition



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GRACoL 7

- GRACoL 7 is a print specification
- Printers and vendors can use the G7 technique to become GRACoL and SWOP certified
- Every G7 Master printer should be able to match a G7 proof



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Why Embrace G7

- Because customers agencies and brand print buyers know print specifications are important
- Because we must deliver print across multiple print platforms
- Because it makes sense for our customers



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Instead of...

- The proofs came from this printer so I have to use them for this job
- The proofs are G7 proofs so I can use any G7 Master Printer
- With G7 expectations have something to connect to



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G7 is

- G7 is a procedure for calibrating proofers, presses, and devices to a common specification.
- The G = gray balance which is what the standard is based on
- The 7 = C,M,Y,K,R,G,B



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G7 and Gray Balance

- G7 treats the press like a scanner with a set of neutral aim points
- With G7 the 50, 40, 40 gray will always be LAB x,0,-2
- This method is more accurate than using just density and dot gain



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Key Idea - Treat the Press Like a Scanner

- Why this makes sense?
- Why are these 'aim points' valuable
- Why a central 'aim point' matters
- Who thought this up anyway?



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GRACoL and SWOP

- GRACoL 7* is the commercial print specification based on gray balance
- SWOP 11* is the publication print specification based on gray balance



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How Will This Save Me Time and \$

- Proofs will be relevant when used with G7 vendors
- Jobs can be split across multiple vendors or changed at last minute
- Depending on how far you take this you can then reduce rework, correction time, etc.
- Make your internal prints can match vendor prints*
- G7 Works across multiple printing methods



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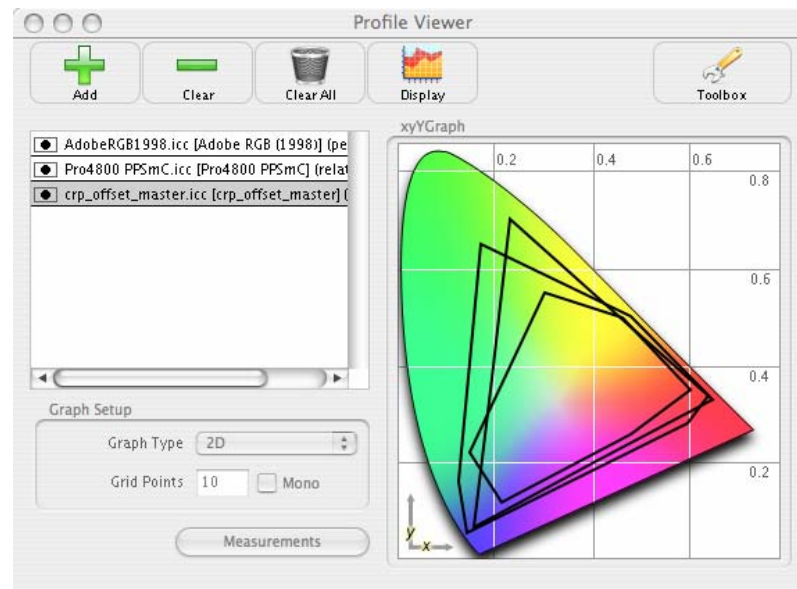
For the Vendors

- Multiple presses and proofers that never matched can be made to look the same
- Customer expectations are more realistic



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How Can I Apply These Specifications?



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Getting Started

- Work with a vendor such who is a G7 Master or uses G7 methods
- Use and apply G7 profiles in your work and applications
- Think beyond just matching a proof -



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That's a good first step...

- If done right the G7 workflow is invisible to you but yields great rewards
- The 'current' methods of working are just not productive



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What Tools Are Available to Me

- G7 Consultants
- Software applications Adobe CS3 to take advantage of the G7 specifications
- Profiles and other tools to manage work within the G7 specifications
- The expertise to use all of the above via a partner/vendor



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Case study: Quad/Graphics



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Quad/Graphics

- Tom Collins, Color Technologies Manager, early G7 adopter and print industry expert
- Uses G7 across a variety of print platforms



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Quad Graphics and Gravure

- Successfully uses G7 methods to calibrate proofs and print including Gravure
- Uses in multiple plants on multiple presses to achieve matches



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To Learn More...

- www.gracol.org
- www.swop.org

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