



Soft Proofing Workflow at Boston Apparel Group

Bonnie Newman

Print Production Supervisor

Chadwick's of Boston





Preparing for Soft Proofing

- **Setting Color Profile for Monitor**
- **Compare Epson Proof to Soft Proof**
- **Sending a Test File to our Printers**





Changing to a Random Workflow

- **In-House Catalog Production**
 - **Catalog Presentation Meeting with Art Directors and Merchandising**
 - **Approved Images sent to Prepress Vendor**



Viewing Images on Soft Proof

- **Quad Converts Each Image from RAW to RGB**
- **Scroll down Thumbnail Views**
- **Open & Work Images by Page**





Timing and Quantities

- **Quad Returns Images in 48 Hours**
- **30-35 hours to Work a Book**
- **2-3 Weeks from 1st Image Sent to Proof Rip**
- **200-300 Images per Book
44 Catalogs per Year
=3100 Images per year**





Advantages

- **Flexible Time Management**
- **Images Ready Sooner for Web posting**
- **Final Proof can be Pushed Closer to Press allowing more time for up-to-the-minute Merchandising or Marketing Reacts**





RAW Image:





Converted Image:



Marked up Image:





Final Image:



Marked Up Image:





Final Image:



Finished Pages Sent to Quad





Final Corrections

- **Composed Epson Proofs Arrive**
- **Epsos are Viewed by AD**
- **Quad Comes in for Minor Mark up**





Pages with Pick Up Images

- **No Eps for Clearance Pages**
- **Composed Pages are Soft Proofed**
- **Final Files Sent to Press**





Questions??