

New Developments in Press Colour & Waste Reduction: Advantages of Inline Colour Management

Isaam Lutfiyya
Strategic Planning & Business Development
QuadTech, Inc.
Sussex, WI, USA

The History of Colour Measurement

*Press-side colour
assessment*

*Inline colour
measurement*



*Handheld
measurement devices*

Colour Management Workflow



Brand Owner Expectations



COLOUR QUALITY
Reporting



PRODUCT
Conformance



WORLD WIDE
Colour Consistency

The Importance of Colour Management

FACT

According to a study conducted by Loyola University Maryland, color increases brand recognition by over 80%.

FACT

Additional research shows that color has a significant impact on sales since “people make a subconscious judgment about a . . . product within 90 seconds of initial viewing and . . . between 62% and 90% of that assessment is based on color alone.”

FACT

Research by the Henley Centre suggests 73% of purchasing decisions are now made in-store. Consequently, catching the shopper's eye and conveying information effectively are critical to successful sales.

Reference: Jill Morton, *Why Color Matters*, COLORCOM (2005), http://www.colorcom.com/why_color.html



ISO 12647 Standards

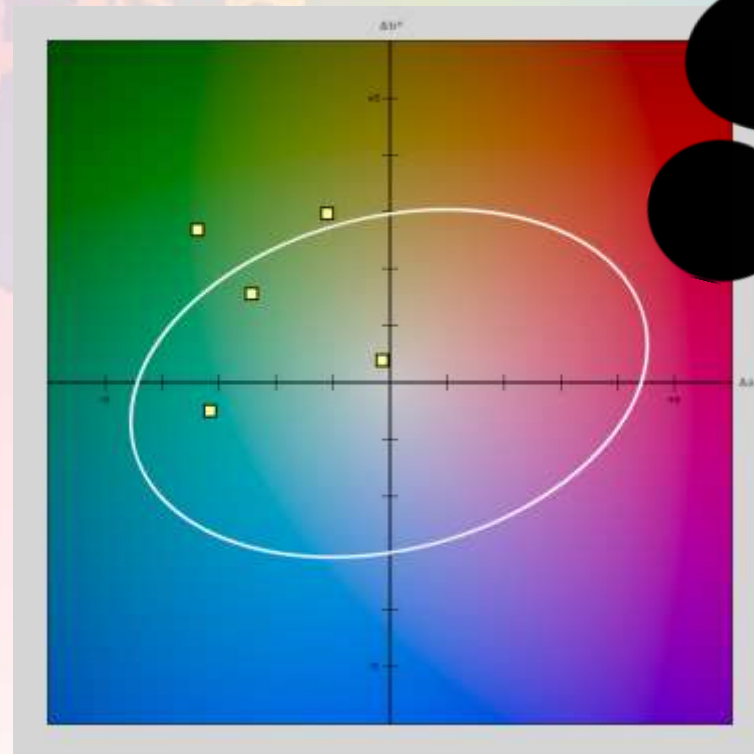
“For at least **68%** of the production prints, the colour differences between the printed sheets and the OK sheet shall not exceed the appropriate variation tolerance specified in Table 4.”

How Many Measurements?

SAMPLED

MEASUREMENTS

Only 60% of material is within tolerance, below the 68% ISO requirement.



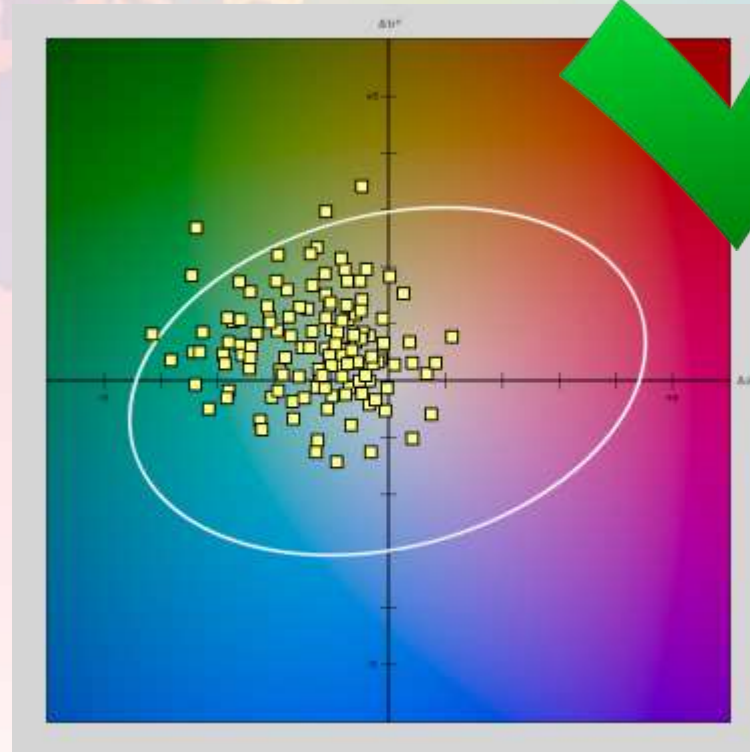
How Many Measurements?

CONTINUOUS

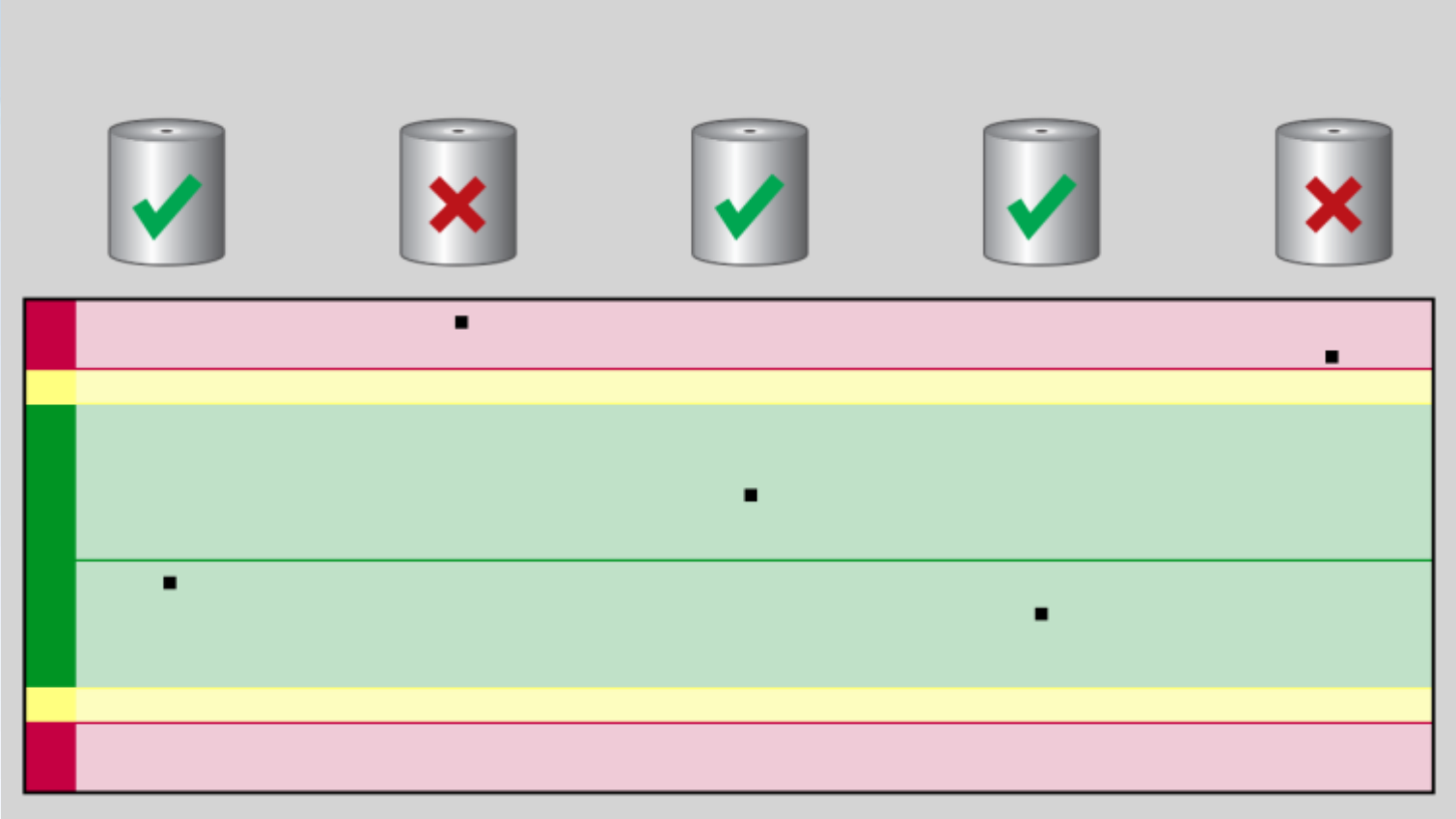
MEASUREMENT

Shows the real story.

The print run is well over the 68% ISO requirement.



Sampled Measurements

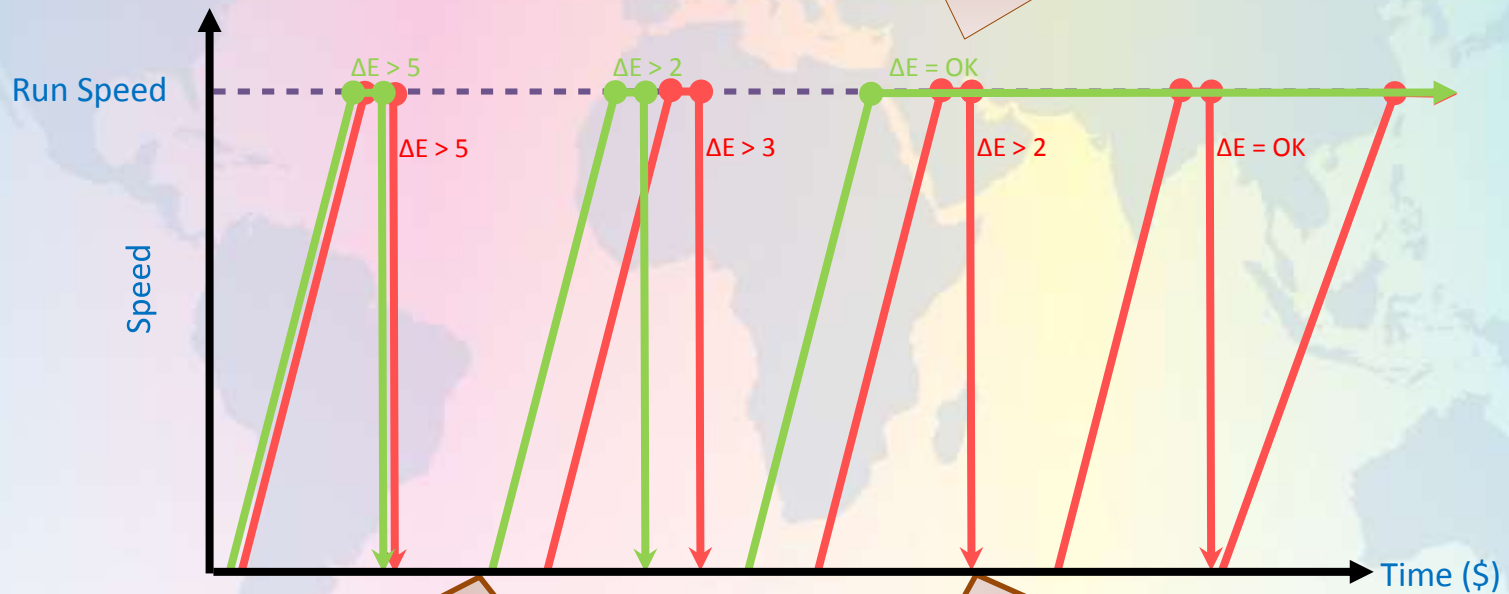


Continuous Measurements



Colour Makeready

SAMPLED Measurement

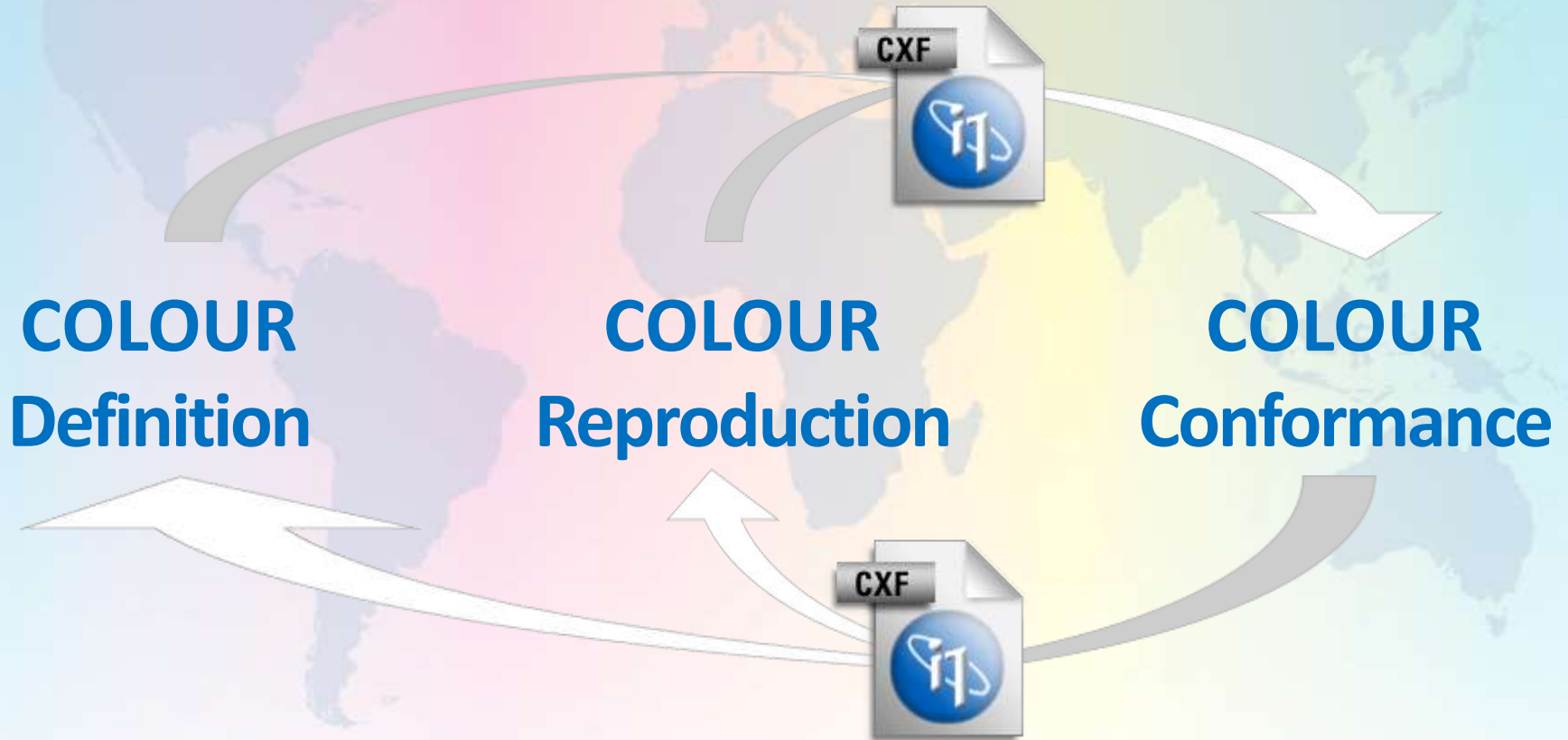


Validate colour on the fly and keep running – saves a press stop!

Inline measurements ready – saves downtime!

Averaging results in better correction – saves a correction cycle!

Colour Management Workflow

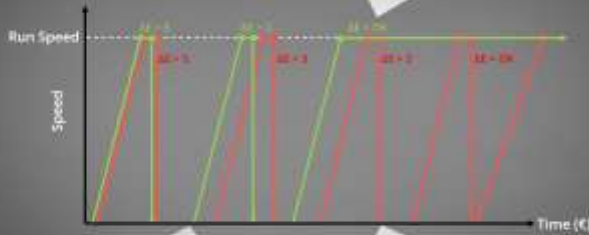


Colour Management Workflow

COLOUR Definition COLOUR Reproduction COLOUR Conformance

Colour Makeready

CONTINUOUS Measurement



COLOUR Definition COLOUR Reproduction COLOUR Conformance

AUTOMATE
Colour Data Flow

GLOBAL CONSISTENCY
Consistent Colour Quality

REAL TIME
Colour Quality Assurance

REDUCED MAKEREADY
Waste and Time

PROCESS IMPROVEMENT
Reports and Feedback



Thank you