Digital Print: Matching Offset vs. Digital

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RUN LENGTH

100,000

20,000

5,000

1,000

500

100

DIGITAL PRINTING

wide-format
continuous inkjet

20,000

DIGITAL PRINTING

TYPICAL OFFSET

Hybrid

Short run digital presses

Digital printers

1:1 Versioning Short Run Mass Production
Matching...
Tempting…
Accuracy and Precision

Accurate, Not Precise

Accurate AND Precise

Precise, Not Accurate
Variation and Stability

From CQE Academy, “Process Validation”
Control and Capability

Guiding Principles for Matching Color

Know where to Aim

Aim where you want to Go

Control and measure to Know where you are

Go where you want under Control
Guiding Principles for Matching Color

1. Know where to Aim
2. Aim where you want to Go
3. Control and measure to Know where you are
4. Go where you want under Control
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Go where you want under Control
Where to Aim: **Standards vs Press**

**Standards:**
- Median for printing category.
- Easy to set up color management.
- Assumes fixed substrate properties.**

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**Standard Characterization:**
- Fogra 51
- GRACoL 2013 C1
- ...
Where to Aim: Standards vs Press

Press:
- Primary product.
- More steps to set up color management.
- More potential process variation.

Standard Characterization:
Fogra 51
GRACoL 2013 C1
...
Print Quality Matters
Environment Matters
Tools for Knowing Where You Are
About Control…
Management of Color
Avoid This
... And Then Color Manage