Extended Process

Proofing and Printing

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WYGIWYG: Zeroth Age of Printing
Brands and Packaging
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Print as Manufacture
Process Printing

Make colour by overprinting other colours.
The Problem

Spot colours are expensive
- Costly inks
- Inconsistent printability
- Ink changes/wash-ups
- Increased makeready times
- >6 unit presses
- Multiple passes
- Increased ink inventories
Impact & Value

4 minute change over from job 1 (30 spot colours) to job 2 (35 spot colours)
Ganging
Create Cross-Printer “Safe” colours

Printer A

Printer B

PMS 123
... and Punch!
Which Inks Should I Choose
CMYK
Which Inks Should I Choose
CMYK +O

CMYK +O
Which Inks Should I Choose
CMYK +O +G
Which Inks Should I Choose
CMYK +O +G +B

CMYK +O +G +B
Which Inks Should I Choose
CMYK +O +G +V
Perspective
Art vs. Science, Prepress vs. Printing
Conversions: Which Way?
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Conversions: Which Way?
People can have the Model T in any colour – so long as it’s black.

— Henry Ford
Thank you