COLOR CONFORMANCE CONFERENCE '25

New Port Richey, FL (Tampa North)
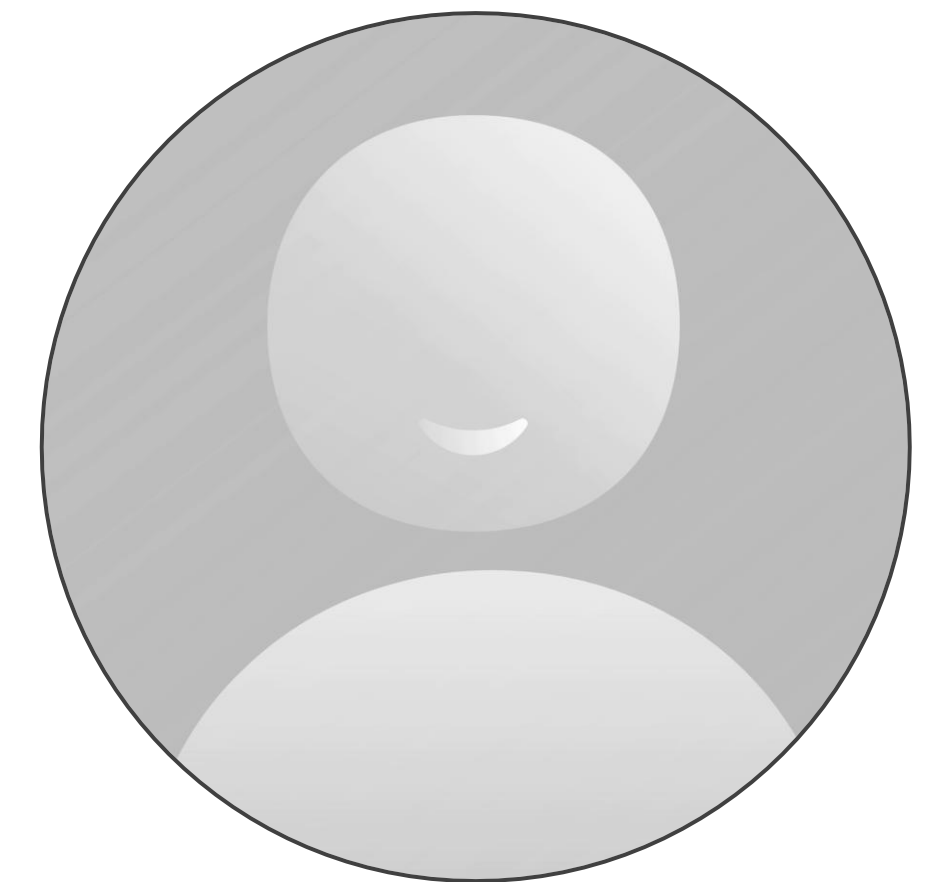January 28–30, 2025

Color Communication

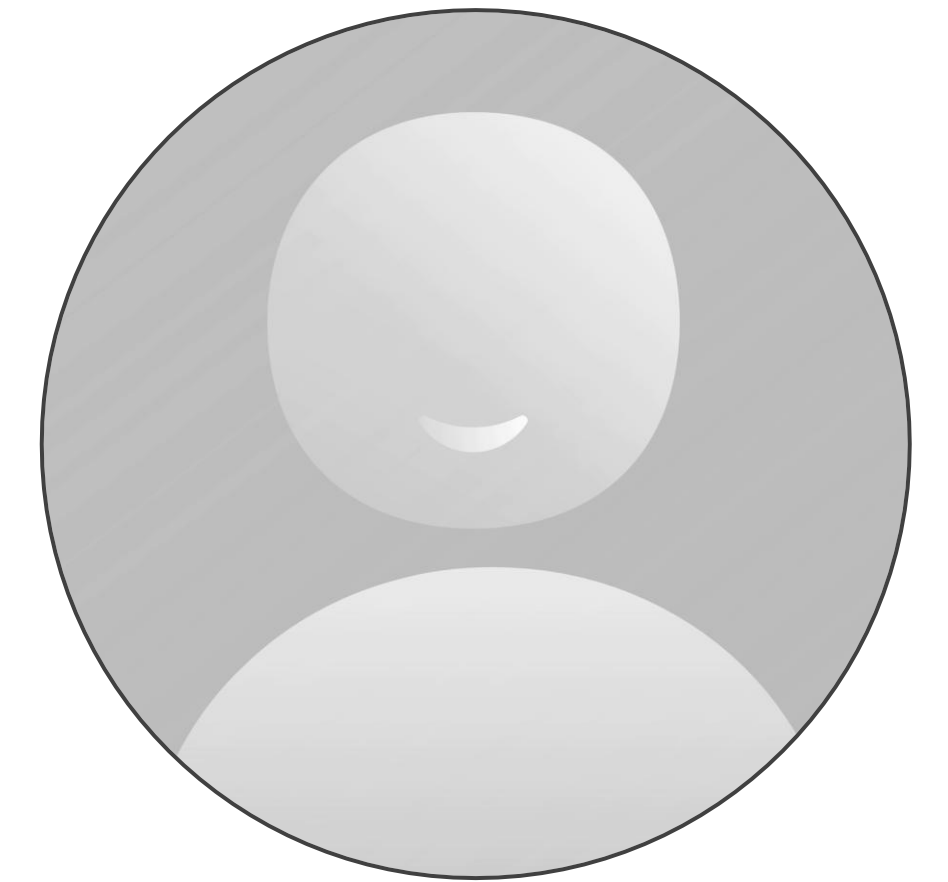January 28, 2025

Presented by

Larry Jones

Agenda

- Importance of Color Communication

- Implement your roadmap for success

    - Experiences in the field

    - Print condition definition – track templates

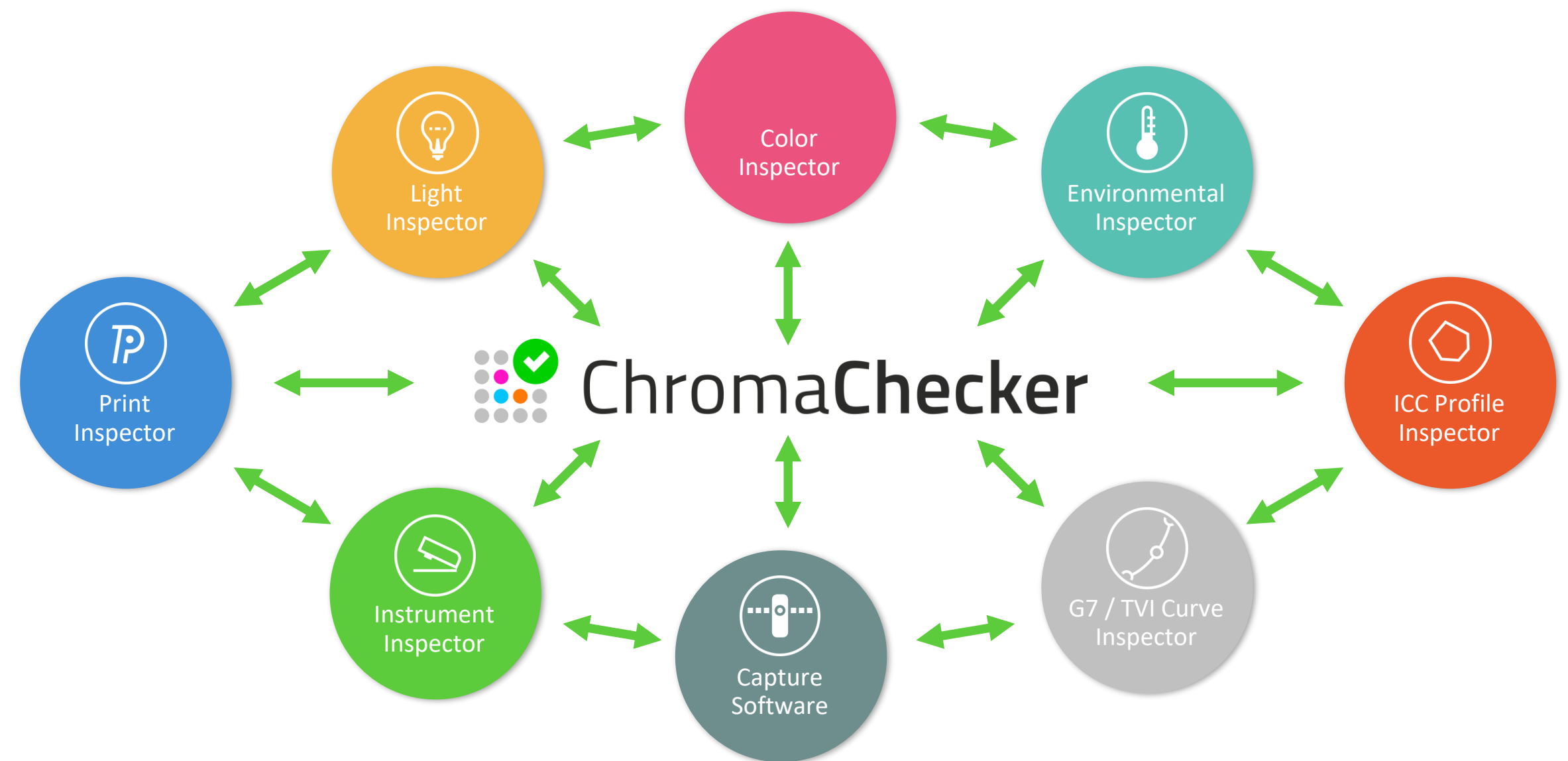   - Color definitions

    - Substrates

Color Communication

- Foundational Principles for Color Communication

  - Clarity

  - Conciseness

  - Consistency

  - Audience

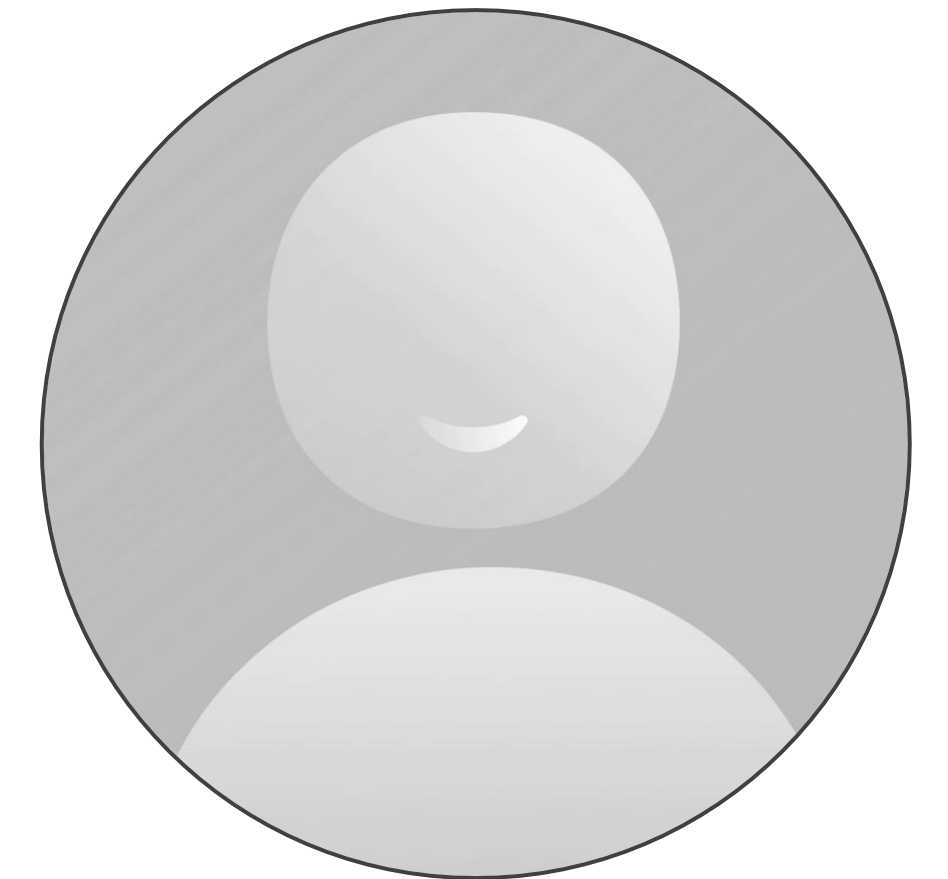 - Feedback or two-way communication

Color Conformance Platform

- Communicate color effectively with designers
- From display to print
- Maintaining color across the production workflow
- Cost cost of color errors
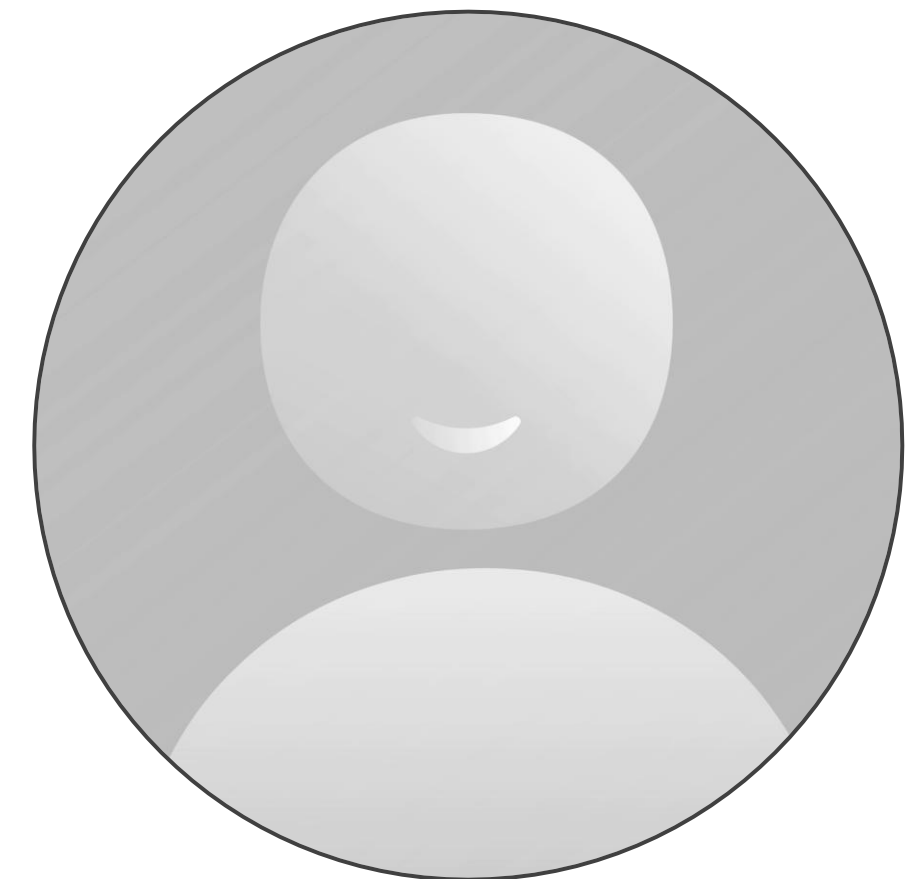 - Printed waste
  - Rework

Quality Control Basics

- **Device precision and accuracy must both exist**
  - ‣ efficiency and effectiveness
  - ‣ productivity and profitability

- **E-Factor is used to quantify color quality**
  - ‣ device precision and accuracy
  - ‣ color "match" expectations
  - ‣ what is waste and what is salable

- **5 C's of Color Control**
  - ‣ used to define process discipline
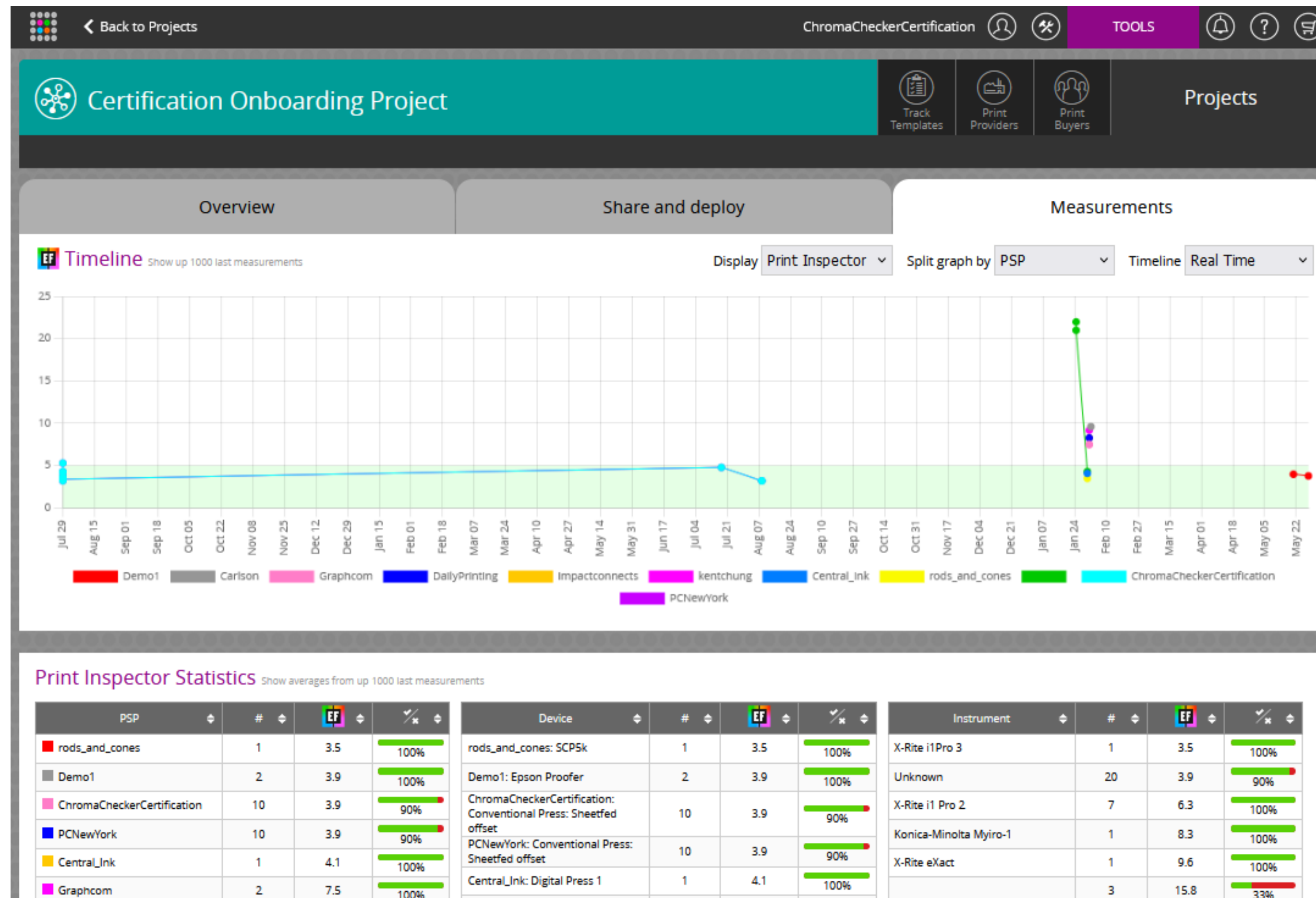 - ‣ steps to meet color quality expectation

Project Inspector

- Roadmap components
  - Track templates – one-to-many print devices
  - Asset Library – color definitions
  - Process control and Spot color matching
- Clearly communicate through entire chain
  - Color definitions
  - Specifications
  - Tolerances
- Quality control program

  - Reporting at all levels

  - Best practices enforced

  - SOPs for operators

Welcome Dashboard

Measurement Tracking

Roadmap Definition

Project Deployment

Project Deployment

- Internal and external assignment
- One-to-many

My Devices

	Locations		Departments		Printing Process		Measurement System		Supplemental Instrument	🔍

	Device Name	Integrated Measurement System	Supplemental Instrument	CC Capture	CC Uploader	HP Colorbeat	On/Off	
☐	Conventional Press: Sheetfed offset	Techkon SpectroDrive Expresso	Techkon SpectroDens Premium	🔧 ⏱ 📶	🔧		🟢	☁
☐	Digital Press	⊕	X-Rite I1 Pro 2				⚪	☁
☐	Digital Press 1	⊕	ColorChecker Studio				⚪	☁
☐	Large Format Printer	⊕	X-Rite I1 Pro 2				⚪	☁
☐	Proofer	⊕	X-Rite I1 Pro 2				⚪	☁
☐	Select opposite							