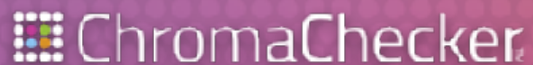


Becoming Your Companies Color Champion

Presenter: David Hunter



Agenda

- ◆ Important Statistics for Print Service Providers
- ◆ ROI for Color Control
- ◆ Cement role as indispensable within company
- ◆ How to learn where your shop is today
- ◆ Delegate responsibilities
- ◆ Configure actionable data, in real time for savings

Changing Industry

Facts Remain the Same

- ◆ Customers hold printer responsible for all results
- ◆ Production staff don't want to be accountable
- ◆ Printer's vendors don't want to be accountable
 - ◆ For their printing device
 - ◆ For their raw materials: ink, paper, toner, solutions
- ◆ Finger Pointing- easy out...

Printer Profitability Facts

PIA Industry Flash Report 2020

- ◆ Top 25% Printers make >5% margin on sales
- ◆ Next 50% Printers make <2% margin on sales
- ◆ Last 25% Printers make 0% margin on sales

\$400 Waste= 1 Customer Rejected Job due to color

Requires \$8,000 Sales to overcome for top 25% printers

\$20,000 Sales to overcome for next 50% printers

Can't manage what you don't measure

One Person Responsible for Color Control

Too Many Variables, Even in small company

- ◆ Check Instruments
- ◆ Check Lighting
- ◆ Check Proofer performance
- ◆ Check Digital Printer performance, update ICC Profiles, Spots
- ◆ Check Press performance, update G7 Curves
- ◆ Check Plate performance
- ◆ Check Customer jobs

All real time- and overcome politics and reporting order

Color Champion Directs Color Strategy

Gain Buy-in from Management

1. Define Waste- what is **not** salable color
2. Educate company on Quantifying Color
3. Make entire company responsible for waste reduction
4. Configure weekly reporting showing results

All real time- and overcome politics and reporting order

1. How to Determine What is Waste?

Print that isn't Salable...

- ◆ How different is too different for customer to buy?
 - ◆ 1= Proof
 - ◆ 2= Acceptable?
 - ◆ 3= Not...



1. Define Waste- What is/is not Salable

Base on existing levels of color matching

- ◆ Gather key quality personnel that determine color resolutions
- ◆ Use E-Factor Exercise to quantify color expectations

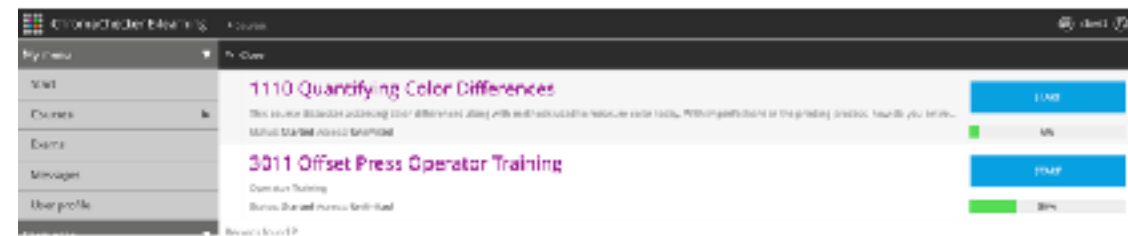
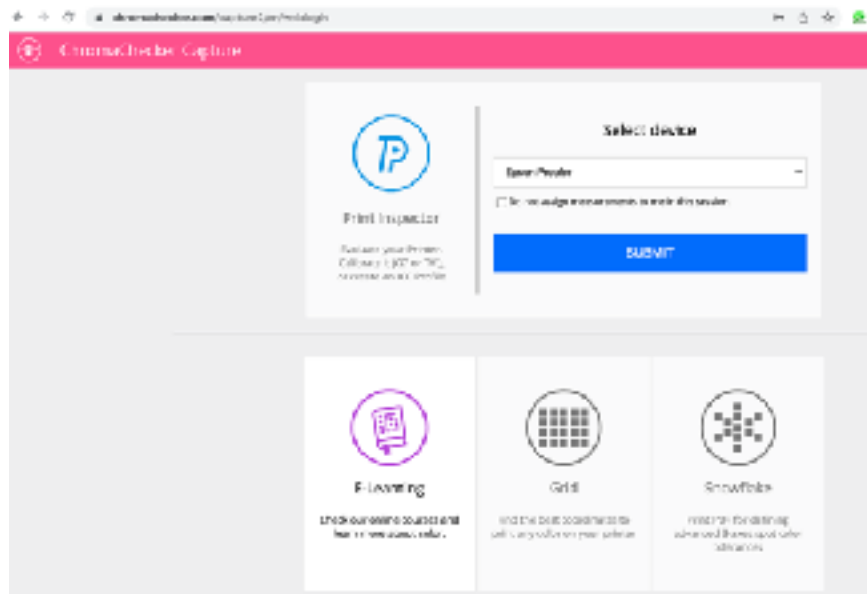


Different processes will have different levels of E-Factor

2. Educate Company on Quantifying Color

E-Learning training in ChromaChecker

- ◆ Takes 15 minutes to review course, quiz, and reporting



Color Champion Drives Change using ChromaChecker

3. Make Company Responsible for Salability

Distribute Responsibilities to Production Staff

- ◆ Operator needs to be responsible for quality
- ◆ Provide the Operator with the 3 T's
 - ◆ Training- provide training to understand color
 - ◆ Tools- provide with tools that report salability
 - ◆ Time- to measure production to know that's salable
- ◆ Management to ensure Operators are checking salability

3. Management Ensures Operators Check

Determine Mean time between checks- DISPLAY

- ◆ Different timing for different print technologies
- ◆ Green=Checked/Pass; Red=Checker/Failed, Yellow= no check



Device color explanation

- Last measurement passed conformance
- Last measurement failed conformance
- No mandatory conformance criteria defined
- Device in makersready mode
- Device offline

How many hours until device is labeled as offline?

Save

ChromaChecker

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3. Operator Checks Print Production

Salability to inform Operator press is printing \$\$

- ◆ Measurement from Printer, Digital or Conventional
- ◆ Capture or Operator Interface to report salability



Assign Instruments/Light Booths to Maintenance

ISO Requires Annual Recertifications

- ◆ Sending instruments back to factory, consultant to check light
- ◆ Use Instrument and Light Inspector tools to check monthly
- ◆ Set email notifications when they are due to be checked

Instrument preferences

Instrument details

Name

ChromaChecker DS700D

Serial number

CMD170252

Manufacturer Calibration date

2022-12-04 10:46

E-Factor

Default Target

ChromaChecker X-42 AA-0067

Validation period

month

Hide targets

Accountability Inspector

Operational manager

☐ Beth Hebert

☒ David Hunter

☐ Franz Herbert

☐ Katie Stull

☐ Larry Jones

☐ Mike Reiher

Color Champion Drives Change using ChromaChecker

Configure Weekly Reports for Organization

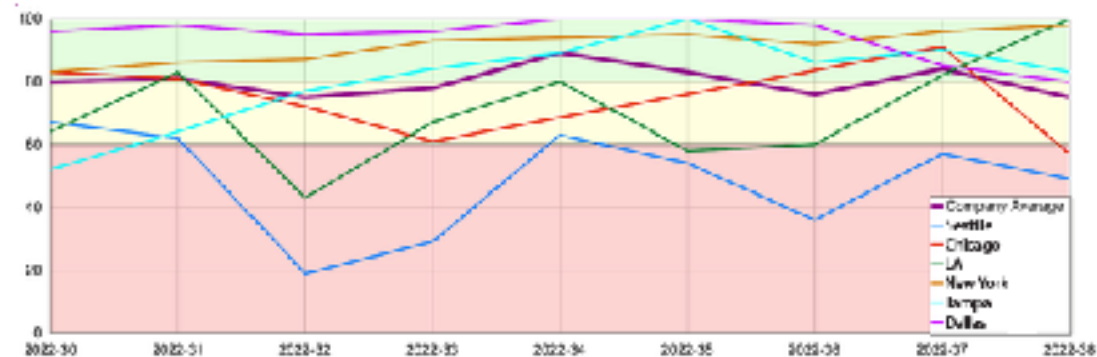
Six Week Trend line- Salability

- ◆ Top Manager report shows all printers, Graphic is in email!

ABC Digital

Week 38 / 2022 (19 Sep to 25 Sep)

Compliance (COMPANY AVERAGE)

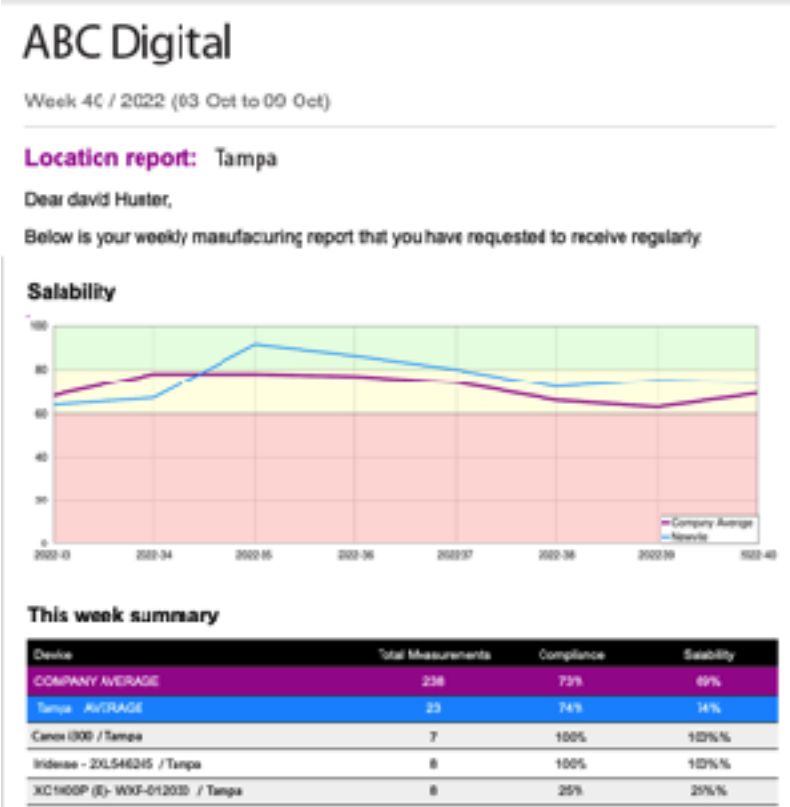


Location	Measurements/Fails	Total Measurements	Compliance
COMPANY AVERAGE	11	200	75%
Seattle	7	32	48%
Chicago	15	61	57%
LA	10	10	100%

Configure Weekly Reports for Organization

Six Week Trend line- Salability

- ◆ Manager report shows printers they are responsible for

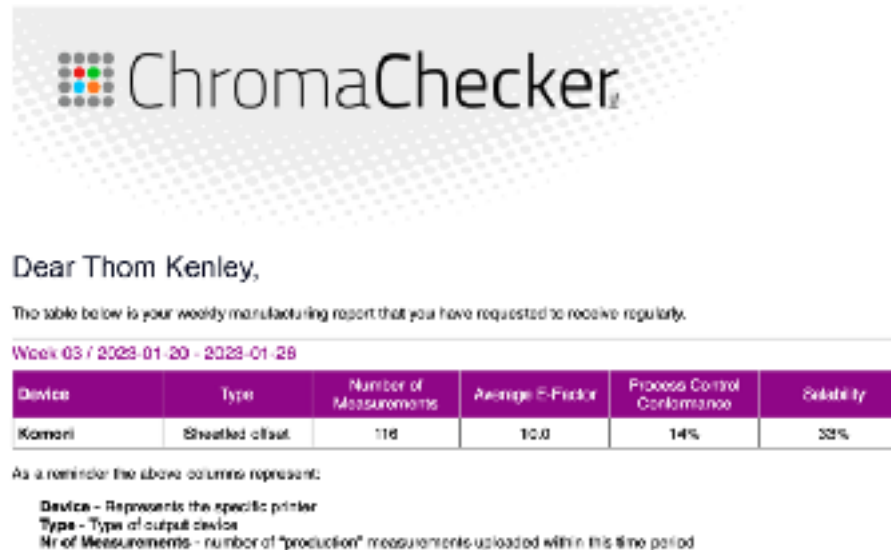


Comparison against company average

Configure Weekly Reports for Organization

Six Week Trend line- Salability

- ◆ Operator report shows printers they run
- ◆ Continuous Improvement feedback



Color Control Tools are Siloed Solutions

Multiple Vendors and Metrics, don't overlap

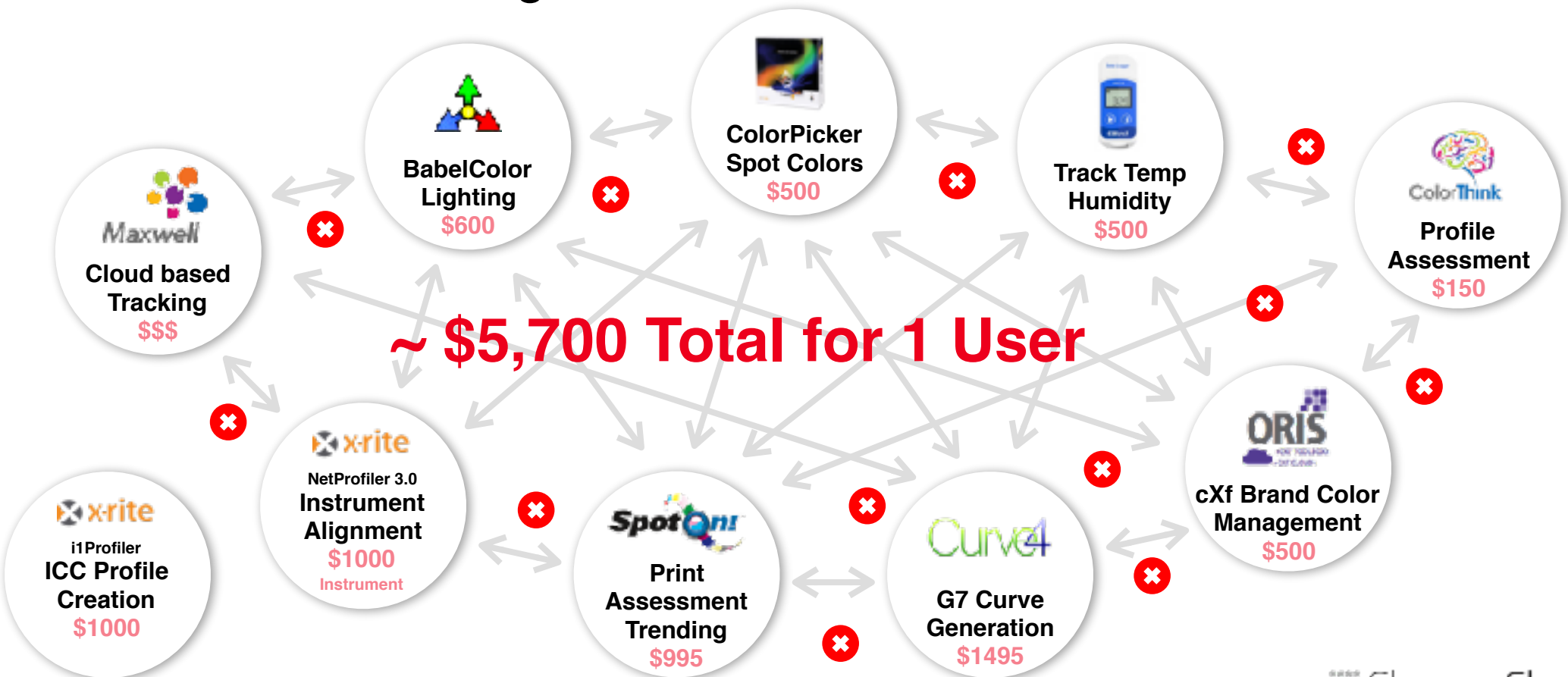
- ◆ Measurement device vendors, software, M condition
- ◆ Lighting vendors, and references
- ◆ Substrate vendors
- ◆ ICC Profile creation software
- ◆ Printer vendors color capabilities

How to relate above variables to color expectations?

ChromaChecker Color Conformance Platform

Replace Individual Software Components

✖ That don't integrate with one another



Color Control needs to be Holistic Solution

Metrics need to relate each other... Expectations

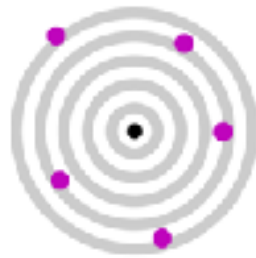
- ◆ Starts at the Measurement device- Precision & Accuracy
- ◆ Lighting- Precision and Accuracy
- ◆ Substrate vendors- Precision and Accuracy
- ◆ G7 curve creation vendors- Accuracy
- ◆ ICC Profile software- Accuracy
- ◆ Printer vendors- Precision and Accuracy

Relate above variables using same metric?

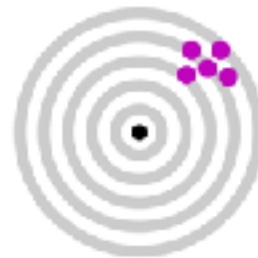
E-Factor Quantifies Precision and Accuracy

Refresh Precision vs Accuracy

- ◆ Precision- consistency within page, between page, between job



Precision

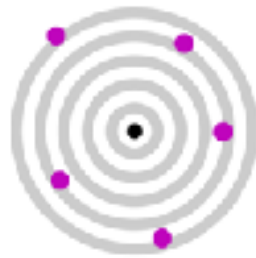


Precision

E-Factor Quantifies Precision and Accuracy

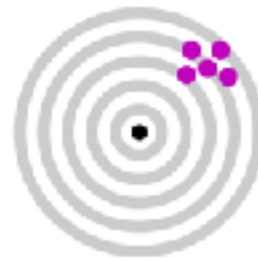
Refresh Precision vs Accuracy

- ◆ Precision- consistency within page, between page, between job



Precision

EF = 8



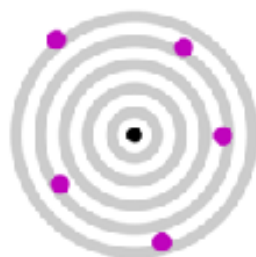
Precision

EF = 2

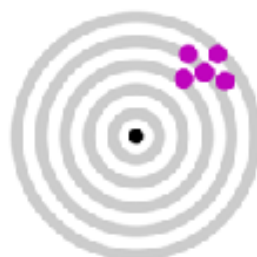
E-Factor Quantifies Precision and Accuracy

Refresh Precision vs Accuracy

- ◆ Precision- consistency within page, between page, between job



Precision
 **EF** = 8



Precision
 **EF** = 2

- ◆ Accuracy- How close to reference and one another



Accuracy
 **EF** = 5

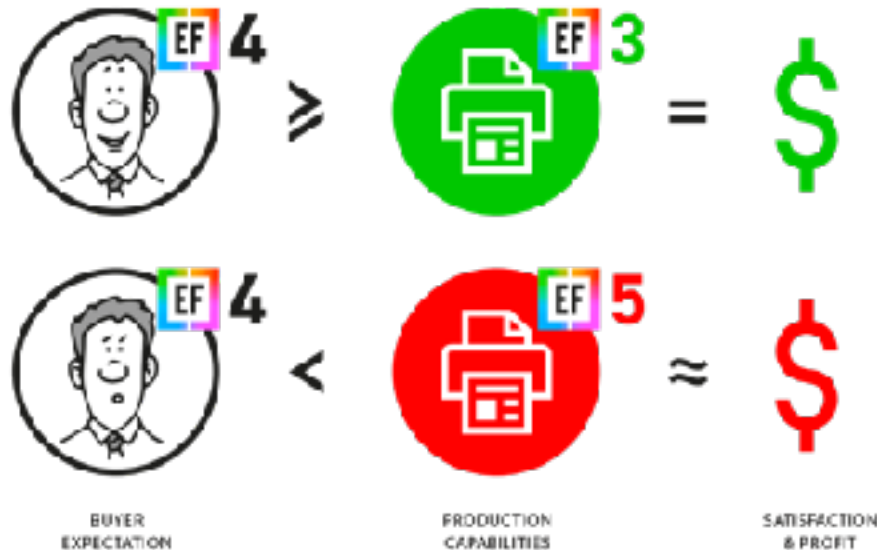


Accuracy
 **EF** = 2

ChromaChecker: Salability Platform!






Color Conformance Platform

- ◆ Defines Production Capability of all Devices
- ◆ Defines if devices are within Customer Expectations
 - ◆ Operator- Real time judgement reduces waste
 - ◆ Sales/Customer Service/Management/Customer



Color Control needs to be Holistic Solution

Metrics need to relate each other... Expectations

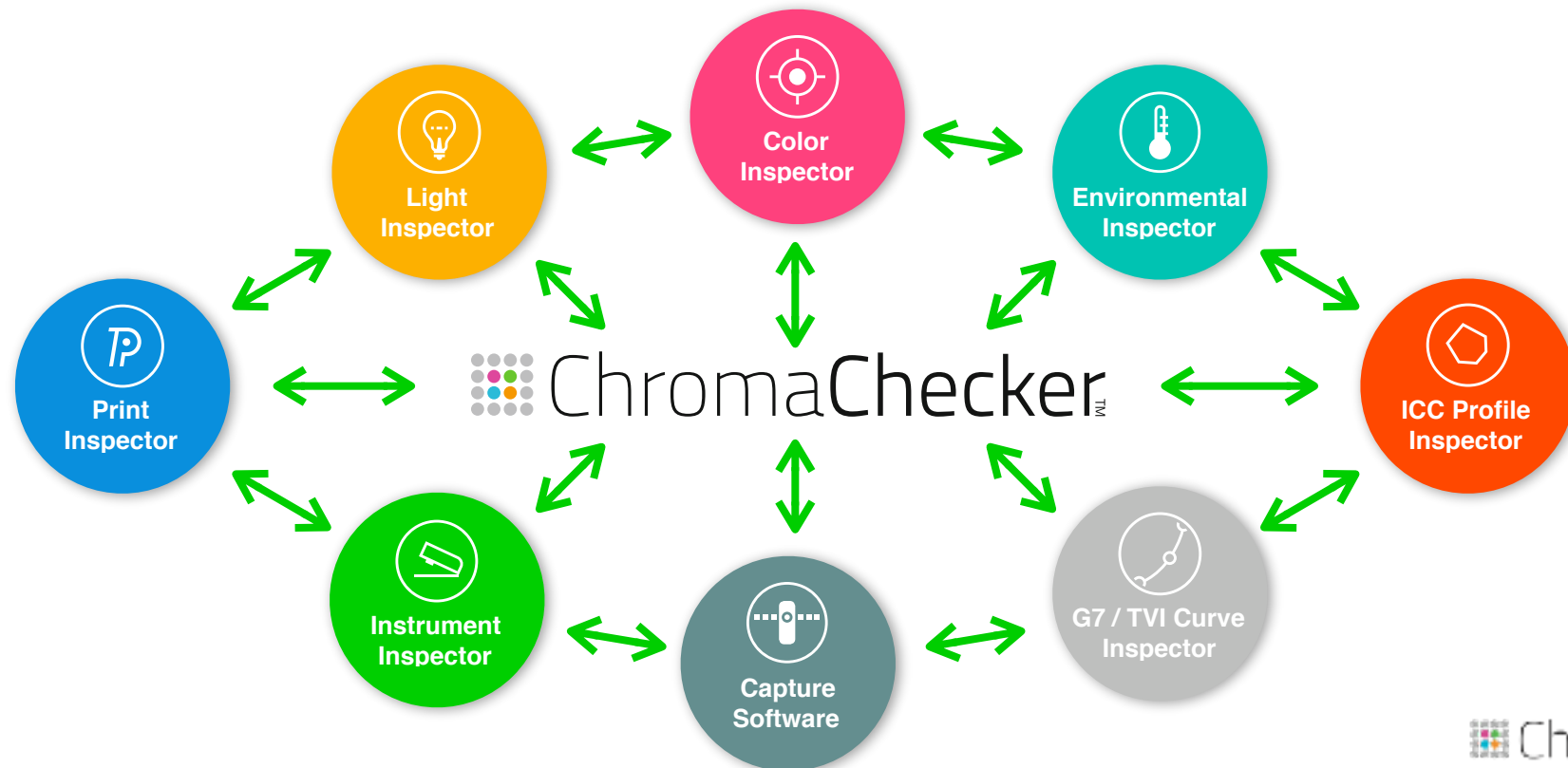
- ◆ Starts at the Measurement device-  affects which to use
- ◆ Lighting-  Understand problems due to inconsistency
- ◆ Substrate vendors-  Supply chain issues
- ◆ ICC Profile software-  Determine who's tool to use
- ◆ Printer vendors-  Understand capabilities, per customer req

 **Relates all variables using same metric!!**

ChromaChecker Color Conformance Platform

Print Ecosystem with ChromaChecker!

- ✓ Manages complex relationships, between devices and environment, enabling all elements to function as a cohesive unit
- ✓ One Dashboard shows status of all conditions



EPSON PROOFER

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	815 files 3.0		Epson Inline SUB	0.1	GRACoL2013_CRPC6	2.1	
<input type="checkbox"/> Uncoated	21 files 3.0		Epson Inline		GRACoL2013UNC_CRPC6	2.0	

SHOW HIDDEN SETUP ASSISTANT

HP INDIGO 09

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	24 files 3.0				SCCA GRACoL2013_CRPC6	2.0	
<input type="checkbox"/> Uncoated	4 files 3.0				SCCA OKAverage	2.5	
<input type="checkbox"/> Indigo Baseline	7 files 3.0				SCCA GlobalHPIndigoTonge_v2	1.7	

SHOW HIDDEN SETUP ASSISTANT

CANON_ARIZONA 360

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	1 file 4.0			3.0	GRACoL2013_CRPC6	3.4	
<input type="checkbox"/> Canon_Arizona_Full Gamut	3 files 4.0				SCCA Arizona360_Styrene_V316_1 bit	0.5	

SHOW HIDDEN SETUP ASSISTANT

MANROLAND

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	15 files 4.0		ARC Litho Resin	1.2	SCCA GRACoL 2013_CRPC6	3.6	
<input type="checkbox"/> PP film	9 files 5.0				SCCA CGATS21_CRPC6	3.8	
<input type="checkbox"/> Metalized (printed white)	14 files 6.0				SCCA CGATS21_CRPC6d	4.0	
<input type="checkbox"/> Uncoated Offset	33 files 6.0				SCCA GRACoL2013UNC_CRPC6	6.1	

SHOW HIDDEN SETUP ASSISTANT

EPSON PROOFER

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	815 files 3.0		Epson Inline SUB	0.1	GRACoL2013_CRPC6	2.1	
<input type="checkbox"/> Uncoated	21 files 3.0		Epson Inline	0.3	GRACoL2013UNC_CRPC6	2.0	
SHOW HIDDEN SETUP ASSISTANT							

HP INDIGO 09

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	24 files 3.0		High-Gloss	0.5	SCCA GRACoL2013_CRPC6	2.0	
<input type="checkbox"/> Uncoated	4 files 3.0		Cougar_Smooth_text	0.3	SCCA OKAverage	2.5	
<input type="checkbox"/> Indigo Baseline	7 files 3.0		PVC	1.2	SCCA GlobalHPIndigoTerge_v2	1.7	
SHOW HIDDEN SETUP ASSISTANT							

CANON_ARIZONA 360

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	1 file 4.0		Textile Banner	1.7	GRACoL2013_CRPC6	3.4	
<input type="checkbox"/> Canon_Arizona_Full Gamut	3 files 4.0		Water Resistant Matte Canvas 375	0.3	SCCA Arizona360_Styrene_V316_1 bit	0.5	
SHOW HIDDEN SETUP ASSISTANT							

MANROLAND

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	15 files 4.0		ABC Litho House	1.2	SCCA GRACoL2013_CRPC6	3.6	
<input type="checkbox"/> PP film	9 files 5.0		Film Ultra-white Gloss	0.3	SCCA CGATS21_CRPC6	3.8	
<input type="checkbox"/> Metalized (printed white)	14 files 6.0		MW 24	1.7	SCCA CGATS21_CRPC6	4.0	
<input type="checkbox"/> Uncoated Offset	33 files 6.0		Williamsburg Offset	0.3	SCCA GRACoL2013UNC_CRPC6	6.1	
SHOW HIDDEN SETUP ASSISTANT							

EPSON PROOFER

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	815 files 3.0		Epson Inline SUB	0.1	GRACoL2013_CRPC6	2.1	
<input type="checkbox"/> Uncoated	21 files 3.0		Epson Inline	0.3	GRACoL2013UNC_CRPC3	2.0	

SHOW HIDDEN SETUP ASSISTANT

HP INDIGO 09

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	24 files 3.0		High-Gloss	0.5	SCCA GRACoL2013_LRP6	2.0	
<input type="checkbox"/> Uncoated	4 files 3.0		Cougar_Smooth_text	0.3	SCCA OKAverage	2.5	
<input type="checkbox"/> Indigo Baseline	7 files 3.0		PVC	1.2	SCCA GlobalHPIndigoTerge_v2	1.7	

SHOW HIDDEN SETUP ASSISTANT

CANON_ARIZONA 360

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	1 file 4.0		Textile Banner	1.7	GRACoL2013_CRPC6	3.4	
<input type="checkbox"/> Canon_Arizona_Full Gamut	3 files 4.0		Water Resistant Matte Canvas 375	0.3	SCCA Arizona360_Styrene_V316_1 bit	0.5	

SHOW HIDDEN SETUP ASSISTANT

MANROLAND

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	15 files 4.0		ABC Litho House	1.2	SCCA GRACoL2013_CRPC6	9.3	
<input type="checkbox"/> PP film	9 files 5.0		Film Ultra-white Gloss	0.3	SCCA CGATS21_CRPC5	3.8	
<input type="checkbox"/> Metalized (printed white)	14 files 6.0		MW 24	1.7	SCCA CGATS21_CRPC4	4.0	
<input type="checkbox"/> Uncoated Offset	33 files 6.0		Williamsburg Offset	0.3	SCCA GRACoL2013UNC_CRPC3	6.1	

SHOW HIDDEN SETUP ASSISTANT

EPSON PROOFER

Track name		Tools	Substrate		Reference Printing Condition		Details
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<input type="checkbox"/> Uncoated	21 files 3.0		Epson Inline	0.3	GRACoL2013UNC_CRPC6	2.0	
SHOW HIDDEN SETUP ASSISTANT							

HP INDIGO 09

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	24 files 3.0		High-Gloss	0.5	SCCA GRACoL2013_CRPC6	2.0	
<input type="checkbox"/> Uncoated	4 files 3.0		Cougar_Smooth_text	0.3	SCCA OKAverage	2.5	
<input type="checkbox"/> Indigo Baseline	7 files 3.0		PVC	1.2	SCCA GlobalHPIndigoTonge_v2	1.7	
SHOW HIDDEN SETUP ASSISTANT							

CANON_ARIZONA 360

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	1 file 4.0		Textile Banner	1.7	GRACoL2013_CRPC6	3.4	
<input type="checkbox"/> Canon_Arizona_Full Gamut	3 files 4.0		Water Resistant Matte Canvas 375	0.3	SCCA Arizona360_Styrene_V316_1 bit	0.5	
SHOW HIDDEN SETUP ASSISTANT							

MANROLAND

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	15 files 4.0		ABC Litho House	4.3	SCCA GRACoL2013_CRPC6	9.3	
<input type="checkbox"/> PP film	9 files 5.0		Film Ultra-white Gloss	0.3	SCCA CGATS21_CRPC6	3.8	
<input type="checkbox"/> Metalized (printed white)	14 files 6.0		MW 24	1.7	SCCA CGATS21_CRPC6	4.0	
<input type="checkbox"/> Uncoated Offset	33 files 6.0		Williamsburg Offset	0.3	SCCA GRACoL2013UNC_CRPC6	6.1	
SHOW HIDDEN SETUP ASSISTANT							

EPSON PROOFER

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	815 files 3.0		Epson Inline SUB	0.1	GRACoL2013_CRPC6	2.1	
<input type="checkbox"/> Uncoated	21 files 3.0		Epson Inline	0.3	GRACoL2013UNC_CRPC3	2.0	

SHOW HIDDEN SETUP ASSISTANT

HP INDIGO 09

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	24 files 3.0		High-Gloss	0.5	SCCA GRACoL2013_LINPC6	2.0	
<input type="checkbox"/> Uncoated	4 files 3.0		Cougar_Smooth_text	0.3	SCCA OKAverage	2.5	
<input type="checkbox"/> Indigo Baseline	7 files 3.0		PVC	1.2	SCCA GlobalHPIndigoTonge_v2	1.7	

SHOW HIDDEN SETUP ASSISTANT

CANON_ARIZONA 360

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	1 file 4.0		Textile Banner	1.7	GRACoL2013_CRPC6	3.4	
<input type="checkbox"/> Canon_Arizona_Full Gamut	3 files 4.0		Water Resistant Matte Canvas 375	0.3	SCCA Arizona360_Styrene_V316_1 bit	0.5	

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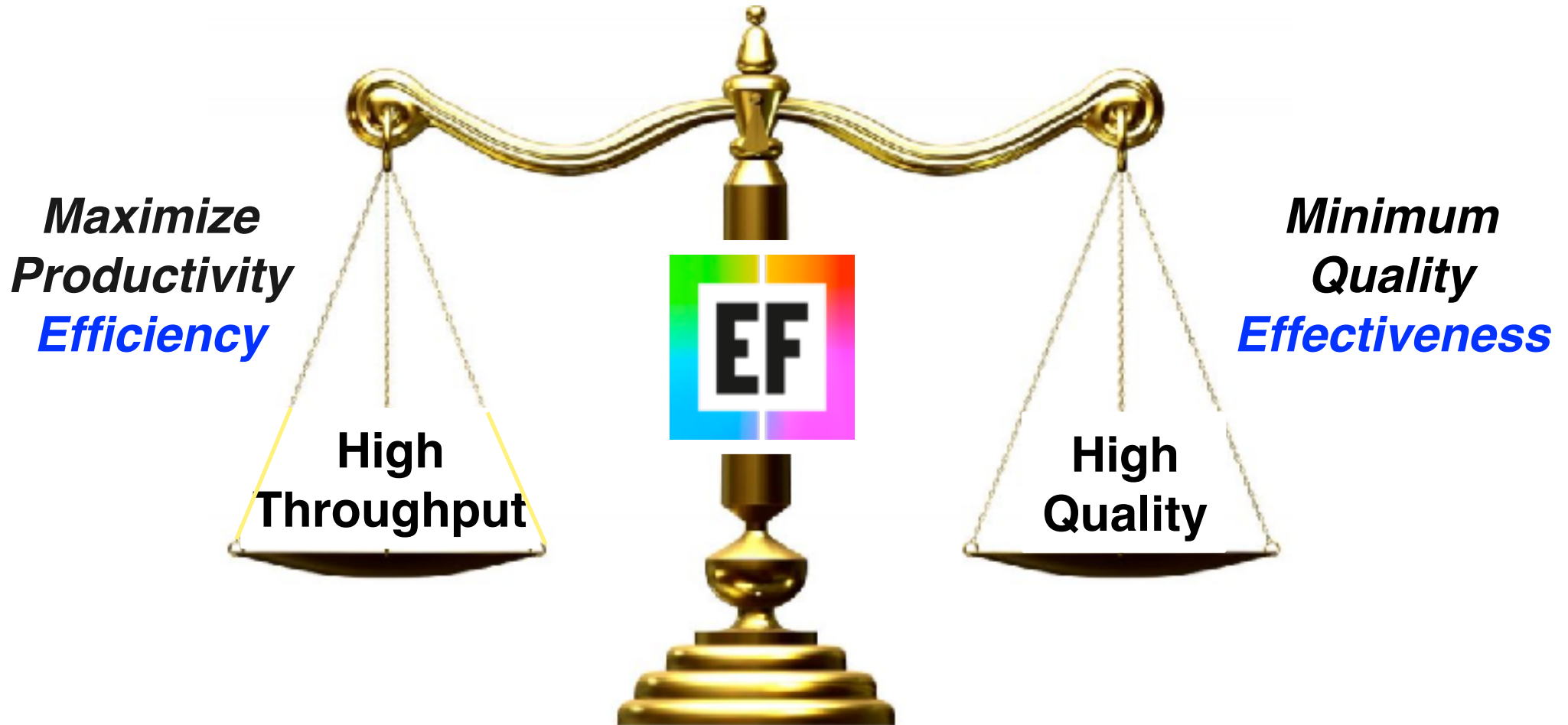
MANROLAND

Track name		Tools	Substrate		Reference Printing Condition		Details
<input type="checkbox"/> Coated	15 files 4.0		ABC Litho House	4.3	SCCA GRACoL 2013_CRPC6	9.3	
<input type="checkbox"/> PP film	9 files 5.0		Film Ultra-white Gloss	0.3	SCCA CGATS21_CRPC5	3.8	
<input type="checkbox"/> Metalized (printed white)	14 files 6.0		MW 24	1.7	SCCA CGATS21_CRPC4	4.0	
<input type="checkbox"/> Uncoated Offset	33 files 6.0		Williamsburg Offset	0.3	SCCA GRACoL2013UNC_CRPC3	6.1	

SHOW HIDDEN SETUP ASSISTANT

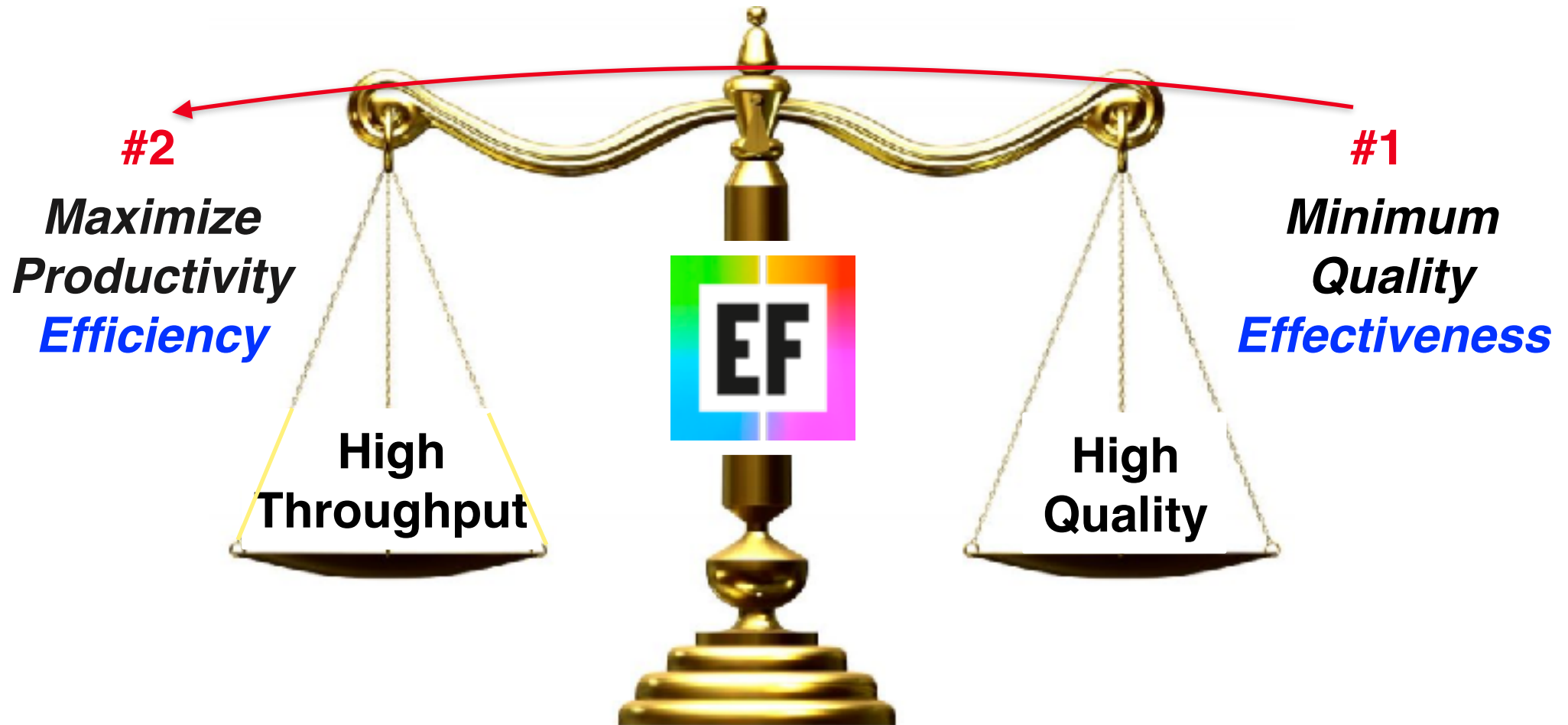
Establish Minimum Quality Requirements

James Maxwell: It is a matter of balancing economy against quality



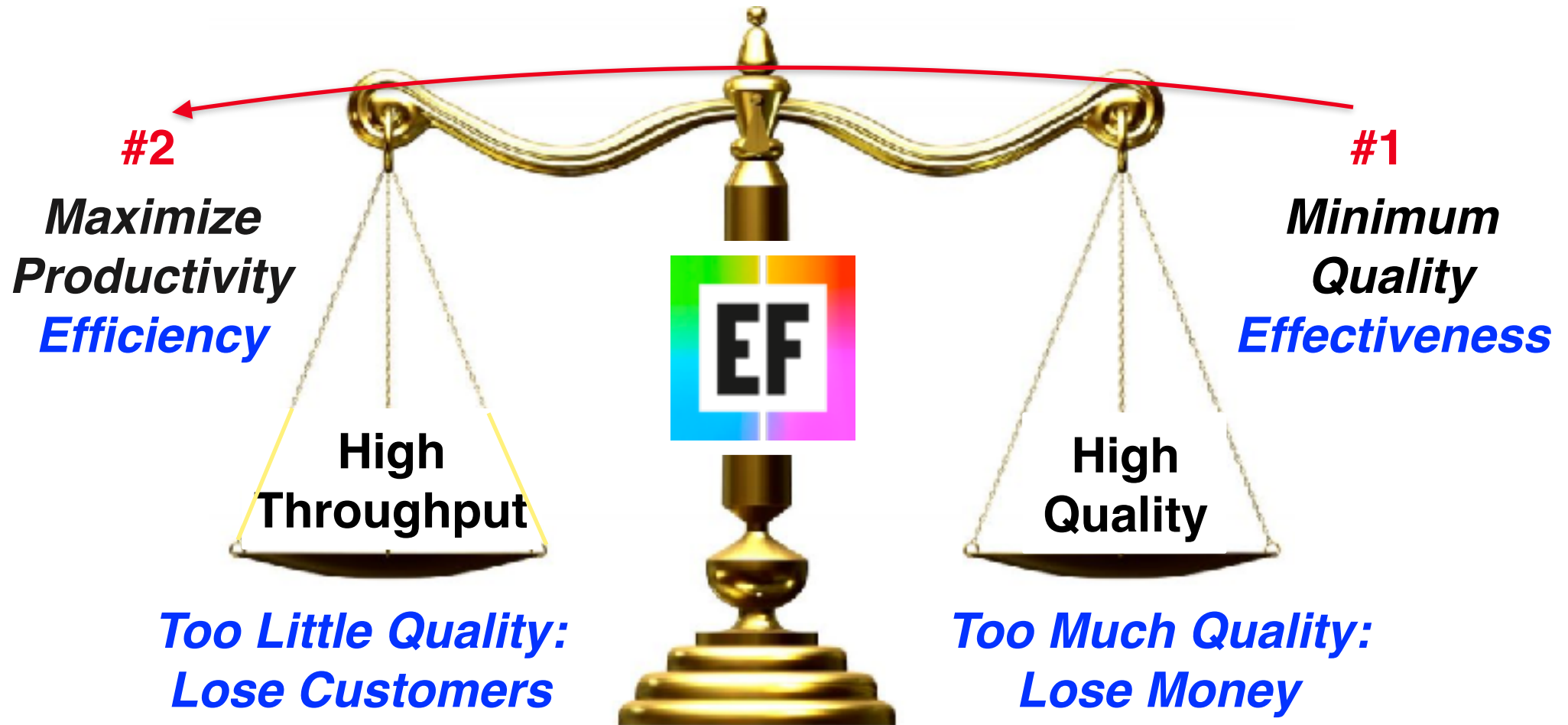
Establish Minimum Quality Requirements

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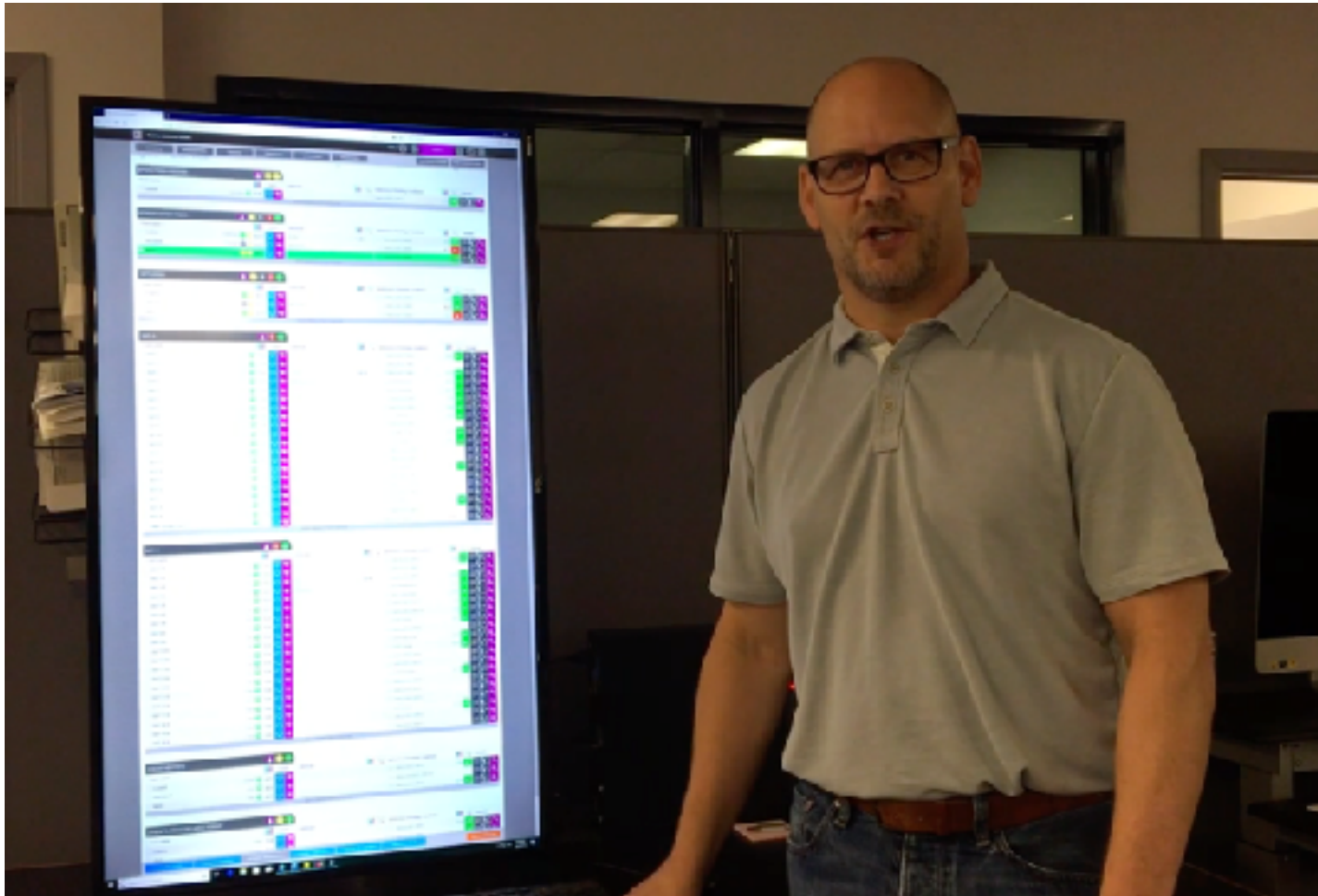
Establish Minimum Quality Requirements

James Maxwell: It is a matter of balancing economy against quality



Post Dashboard on Large Screen in Plant

Accountability for All



Become Your Companies Color Champion

Top Level Management Support

- ◆ Prove solid ROI numbers when waste is reduced
- ◆ Get Corporate buy-in on company responsibility
- ◆ Train company on quantifying color
- ◆ Delegate responsibilities to managers, operators
- ◆ Configure weekly reports to managers, operators

Color Champion Drives Change using ChromaChecker

E-Factor Quantifies Number of Curves/Profiles

Multiple Print Conditions (substrates)

- ◆ Print Condition Qualifier- 24 Substrates how many profiles?

Print Condition Qualifier

E-factor threshold

Mode

Files:

File name	Backing	Visual count	Visual
CST ID 819.jpg	white	9/1	production
Water_1 ID 817.jpg	white	9/1	production
Water_6 ID 816.jpg	white	9/1	production
Fig ID 815.jpg	white	9/1	production
SOE 100 ID 814.jpg	white	9/1	production
Water_1 ID 808.jpg	white	9/1	production
10 and 81 ID 807.jpg	white	9/1	production
10 and 85 ID 806.jpg	white	9/1	production
10 and 810 ID 805.jpg	white	9/1	production
10 and 811 ID 804.jpg	white	9/1	production
10 and 812 ID 803.jpg	white	9/1	production
10 and 82 ID 802.jpg	white	9/1	production
10 and 80 ID 801.jpg	white	9/1	production
10 and 86 ID 800.jpg	white	9/1	production
10 and 84 ID 779.jpg	white	9/1	production
10 and 88 ID 778.jpg	white	9/1	production
10 and 83 ID 776.jpg	white	9/1	production
10 and 87 ID 775.jpg	white	9/1	production

E-Factor Quantifies Number of Curves/Profiles

Multiple Print Conditions (substrates)

◆ Print Condition Qualifier- 24 Substrates how many profiles?

Print Condition Qualifier

E-factor threshold

3

Mode

90%

Files:

File name	Backing	Visual cond.	Visual
CRT ID 619.jpg	white	M1	production
Water_ID ID 617.jpg	white	M1	production
Water_ID ID 616.jpg	white	M1	production
Fig ID 615.jpg	white	M1	production
BOE 100 ID 614.jpg	white	M1	production
Water_ID ID 593.jpg	white	M1	production
Fl and R1 ID 597.jpg	white	M1	production
Fl and R5 ID 596.jpg	white	M1	production
Fl and R10 ID 588.jpg	white	M1	production
Fl and R11 ID 584.jpg	white	M1	production
Fl and R12 ID 583.jpg	white	M1	production
Fl and R2 ID 582.jpg	white	M1	production
Fl and R9 ID 581.jpg	white	M1	production
Fl and R6 ID 580.jpg	white	M1	production
Fl and R4 ID 579.jpg	white	M1	production
Fl and R8 ID 578.jpg	white	M1	production
Fl and R3 ID 576.jpg	white	M1	production
Fl and R7 ID 575.jpg	white	M1	production

Print Condition Qualifier

Device: Indesee Press

Track: Uncoated

Number of files: 24

Number of groups: 11

ΔE threshold: 3.00

Mode: 85%

File header: File name

Calculate

Group qualification

Group 1:	CRPC
1 CRT ID 619.jpg	CRPC
Group 2:	CRPC
2 Water_ID ID 617.jpg	CRPC

Group 9:

- 22 HP Latex 3500 AQ ID 532.jpg
- 24 HP Latex 3500 AQ ID 530.jpg

E-Factor Quantifies Number of Curves/Profiles

Multiple Print Conditions (substrates)

- ◆ Print Condition Qualifier- 24 Substrates how many profiles?

Print Condition Qualifier

E-factor threshold

3

Mode

95% ▼

Files:

File name	Backing	Visual cond.	Mode
CST ID 613.04	white	W1	production
Water_1 ID 617.04	white	W1	production
Water_6 ID 616.04	white	W1	production
Hg ID 615.04	white	W1	production
SOE 100 ID 614.04	white	W1	production
Water_1 ID 593.04	white	W1	production
70 and 81 ID 597.04	white	W1	production
70 and 85 ID 596.04	white	W1	production
70 and 810 ID 588.04	white	W1	production
70 and 811 ID 584.04	white	W1	production
70 and 812 ID 583.04	white	W1	production
70 and 82 ID 582.04	white	W1	production
70 and 85 ID 581.04	white	W1	production
70 and 86 ID 580.04	white	W1	production
70 and 84 ID 579.04	white	W1	production
70 and 88 ID 578.04	white	W1	production
70 and 83 ID 576.04	white	W1	production
70 and 87 ID 575.04	white	W1	production

Print Condition Qualifier

Device: Indesco Press

Trade: Uncoated

Number of files: 24

Number of groups: 3

ΔE threshold

5.00

Mode

95% ▼

File header

File name ▼

Calculate

Group qualification

Group 1:					CRPC
1	CST ID 613.04	CRPC 1	2.33	2.32	0.01
24	HF Lutek 3500 AQ ID 590.04	CRPC 1	2.71	1.74	1.97
23	HF Lutek 3500 AQ ID 591.04	CRPC 1	2.33	1.35	1.97
Group 2:					CRPC
24	HF Lutek 3500 AQ ID 590.04	CRPC 1	5.21	5.21	0.00
23	HF Lutek 3500 AQ ID 591.04	CRPC 1	8.21	8.21	0.00
Group 3:					CRPC
9	70 and 81 ID 588.04	CRPC 6	2.04	1.77	0.27

Personal and Professional Skills

Color Champion

- ◆ Strictness, Charisma modifying process
- ◆ Experience managing projects, detailed knowledge, organized
- ◆ Subcontract to external person to be Color Champion
- ◆ ChromaChecker Manual for Color Champion
- ◆ References to all appropriate ISO standard
 - ◆ Lighting, Plating, Proofing, Press, Paper, Instrument, more

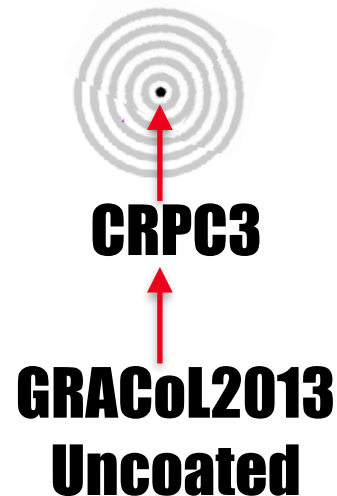
Color Champion Drives Change using ChromaChecker

Defining Your Printing Reference

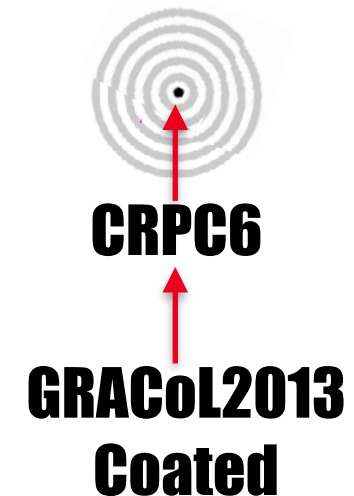
What Target are you aiming for?

- What substrate are you printing on...

Uncoated References



Coated References



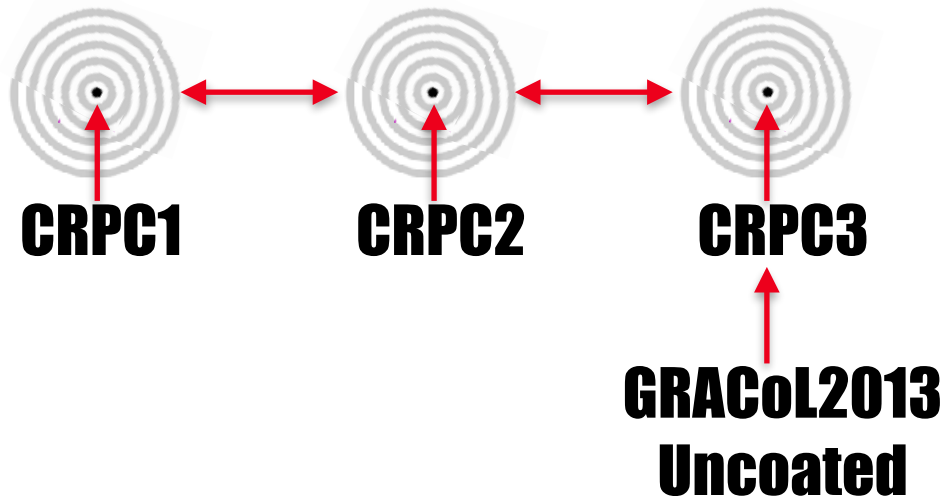
← Smaller — Gamut Size — Larger →

Defining Your Printing Reference

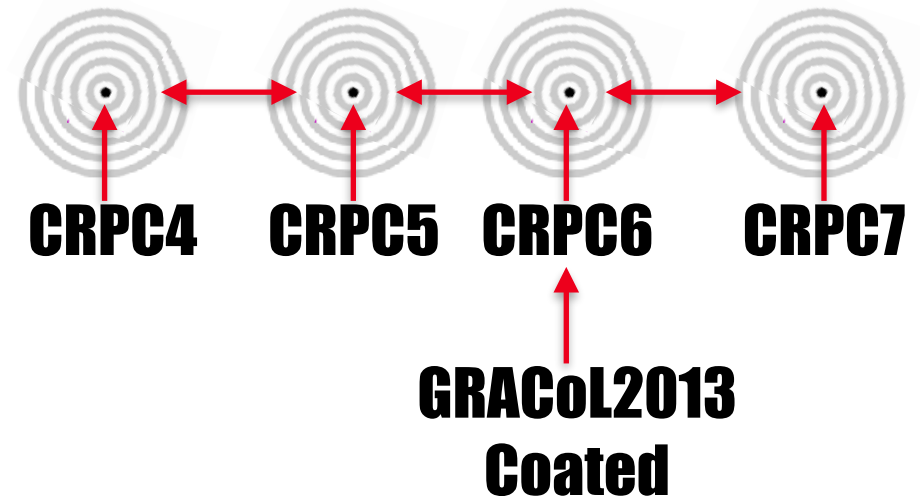
What Target are you aiming for? ISO 15339

- What substrate are you printing on...

Uncoated References



Coated References



← **Smaller** — **Gamut Size** — **Larger** →

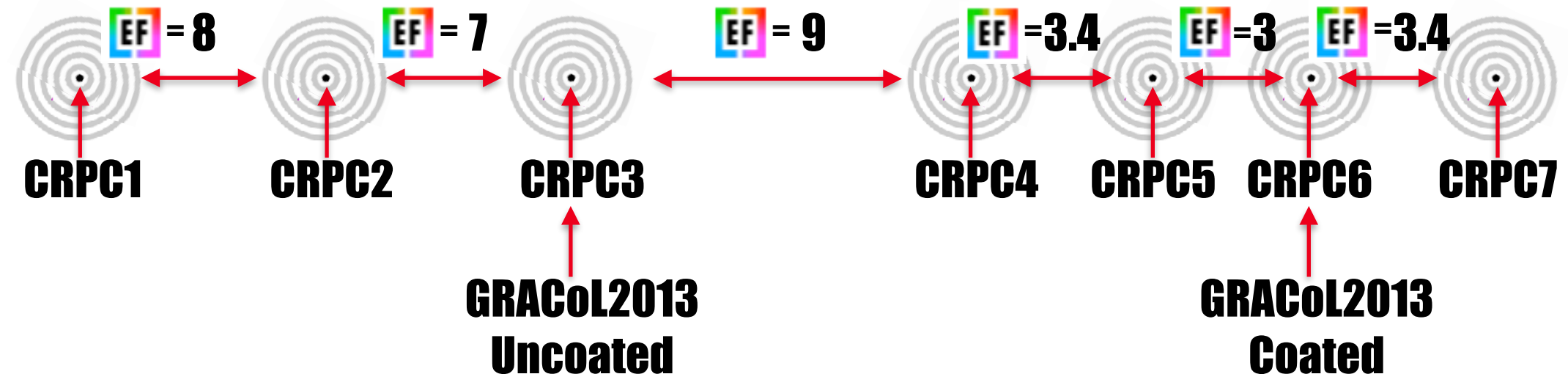
Defining Your Printing Reference

What Target are you aiming for?

- What substrate are you printing on...

Uncoated References

Coated References



← Smaller — Gamut Size — Larger →

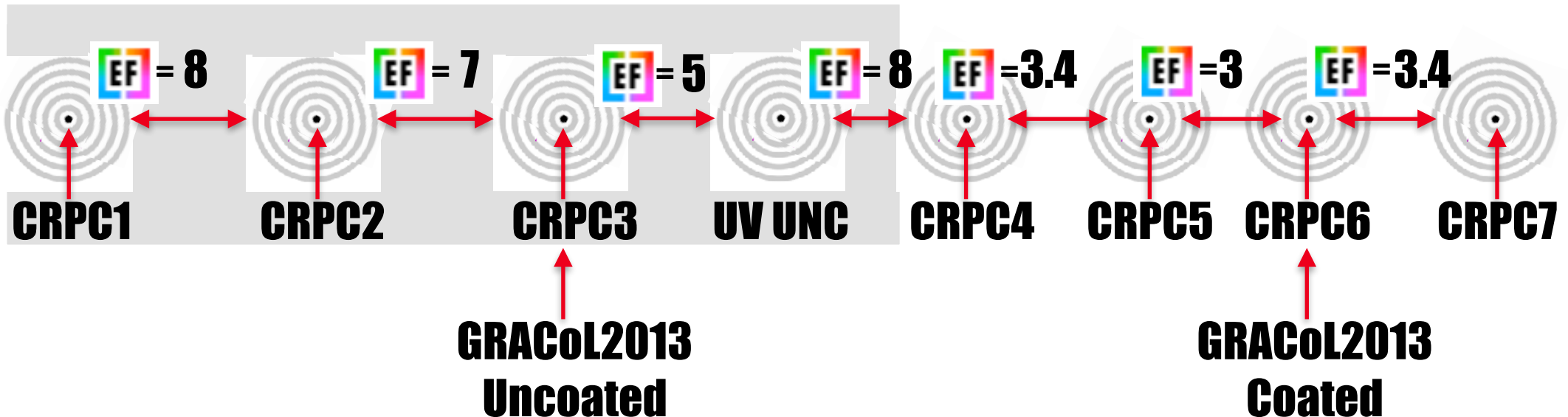
Defining Your Printing Reference

What Target are you aiming for?

- What substrate are you printing on...

Uncoated References

Coated References



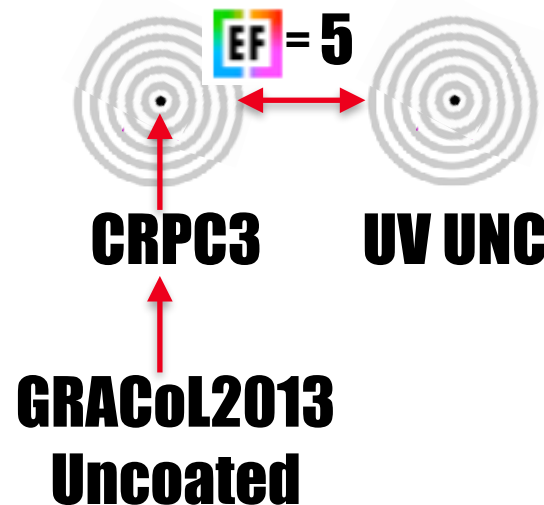
Smaller—Gamut Size—Larger

Defining Your Printing Reference

What Target are you aiming for?

- What substrate are you printing on...

Uncoated References



41%+ Larger Gamut
per ISO Gamut Calc

← **Smaller** — **Gamut Size** — **Larger** →