



Mellow Colour showcases new products and offers Free Colour Health Checks at IPEX 2006

IPEX 2006, Stand 09-D25: Mellow Colour will launch a new range of products at IPEX 2006, following the international success of the Mellow Colour ISOLithO System – a colour quality system developed for print professionals who insist on predictable and consistent print appearance.

Demonstrating fast colour measurement from printed sheets and intuitive trend analysis, Mellow Colour is offering printers the opportunity to put their prints to the test with a free ISOLithO colour health check on its stand. Prior to the show, visitors can log onto www.mellowcolour.com and download the free ISOLithO Strip. This can be printed along with a production job, via the printers normal workflow and brought along to the stand for an on the spot ISOLithO Health Check.

"IPEX provides the ideal platform for us to showcase an extended and enhanced range of products that improve efficiency for printers and ensure that customers receive accurate and consistent colour," comments Alan Dresch, Founder, Mellow Colour. "The free ISOLithO colour health check facilitates the first step towards this and together with product demonstrations on our stand, organisations can take the first step to meet with the ISO 12647-2 standard."

ISOLithO was developed to enable colour printers to comply with the ISO standard and achieve the tight targets and tolerances specified in the ISO 12647-2:2004 Specification for Offset Lithography. ISOLithO offers more than proof-to-press colour consistency; the software provides a more efficient workflow, reducing time, cost, waste and delivering improved customer satisfaction and has been updated with the targets and tolerances of the latest ISO specification.

"Williams Lea uses ISOLithO as part of a vendor audit program. The reports are easy to read and give a wealth of data to help our vendors align to the ISO 12647-2 standard. The technical support and training provided by Mellow Colour is first class," said Andrew Horn, Senior Vendor Manager, Williams Lea UK.

When applied correctly ISOLithO assures consistent print appearance, job-to-job and device-to-device. In practice, the user simply chooses the appropriate ISO specified L*a*b* targets for paper type and ink colour, along with tonal value increase (dot gain) targets from pull down menus in the

ISOLithO set-up dialogue. A spectrophotometer is used to quickly capture colour data from the print sample and a comprehensive colour report is generated, detailing colour appearance and comparing the measurements with the ISO 12647 Specification.

Around the globe colour professionals are recognising the benefits of ISOLithO. David Crowther, Director, Chromaticity Australia, has successfully installed the software with local printers. "It is a culture change for printers to adopt a more systematic approach to colour quality management," said David. "However, with appropriate training and use of systems such as ISOLithO, I am confident printers will see the benefits and adopt this modern approach to manufacturing, already commonplace in other industries, without major outlay.

"Implementing ISO 12647 is more than process control, it is about changing the way that printers operate," concludes Alan. "It is inevitable that print will follow customer pressure to implement printing standards internationally and now is the time to take the first step on that journey."

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To download this press release and its accompanying images, please use the following Internet address: www.bespoke.co.uk/clients/Mellow%20Colour/MelEng933.htm

About Mellow Colour:

Mellow Colour Ltd was founded in 2003 by Alan Dresch, a specialist in colour reproduction, to develop and supply software tools and technical training to printing companies wishing to implement ISO 12647. In practice, Mellow Colour's range of products allows quick identification and the resolution of colour reproduction problems and maintenance of colour standards. Its flagship product, the award winning ISOLithO software, delivers consistent colour from proof to press, from press to press, and from one print run to another.

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