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02.09.09

## **Mellow Colour gives Digital Printers control of GRACoL, SWOP & ISO standards**

### **Introducing the Powerful New PrintSpecPlus**

At Print09 in Chicago, Mellow Colour will release the latest version of the popular PrintSpec colour quality control & verification software PrintSpecPlus, now available to calibrate and profile conventional printing presses and also Production Digital Presses.

PrintSpecPlus is designed to ensure that all output devices in a printing enterprise output the same color, both visually and measurably within the tolerances of GRACoL, SWOP & ISO12647.

Until now it has been extremely difficult to calibrate and profile a digital press to emulate Litho printing. PrintSpecPlus addresses and solves this issue with new tools which fine tune color output.

Bard Sandstad from Mellow Colour commented "Implementing PrintSpecPlus allows the use of production Digital Presses, toner and inkjet to print within Litho specifications. It's also great for mocking up color-accurate imposed, double sided production proofs on actual production stock. It is a big step for the Digital industry; we are excited to demonstrate this at Print09."

Implementing PrintSpecPlus is also a distinct marketing advantage in colour critical printing. Printing to industry standards is attractive to the Print Buyer, who can then rely on a supplier to offer consistent color, job-to-job, and to international targets and tolerances.

PrintSpecPlus includes the ProofSpec module which lets printers certify proofs according to industry tolerances using control wedges like the free IDEAlliance ISO12647-7 proofing wedge.

For more information on our specialized software for implementing ISO12647, GRACoL or SWOP visit Mellow Colour at Print09, Stand 6865.

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