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## **Mellow Colour give Print Buyers & Publishers control in GRACoL, SWOP & ISO Introducing PrintSpecOK**

At Print09 in Chicago, Mellow Colour will release a new version of the popular PrintSpec SWOP, GRACoL & ISO color verification software.

PrintSpecOK allows Print Buyers, Publishers and Printers to verify both print and proofs have been produced within defined specifications such as ISO, SWOP & GRACoL.

Print Buyers that want to adopt a simple 'remote' color verification system can ask their printers to email them the small xml print measurement files which they can read into their PrintSpecOK software to generate comprehensive color appearance reports to check that the job is being printed to standard.

"The benefits of a simple pre requisite such as this could be huge for Print Buyers. It will reduce proof cycle times & result in a more efficient approval process. It also gives Buyers a simple way to recognise & monitor a supplier's consistency. To meet with these standards a supplier is demonstrating technical commitment & acceptance, which is becoming more and more important as the industry moves towards standardisation." Stated Alan Dresch, Director of Mellow Colour.

Dresch went on to say, "PrintSpecOK color quality control and production analysis is not just about the Print Buyer defining satisfactory performance to their suppliers. Mellow Colour is focused on the facilitation of communication. By using a target such as GRACoL or ISO, we are giving the Buyer & their suppliers an independent and synchronised objective that will help them work together and understand quality issues."

PrintSpec OK will run on Macintosh and PC.

For more information on our specialized software for implementing ISO 12647, GRACoL or SWOP visit Mellow Colour at Print09, Stand 6865.

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