

Mellow Colour gives Printers control of ISO, GRACoL & SWOP standards Introducing the Powerful New PrintSpec

At Print09 in Chicago, Mellow Colour Ltd will release the latest version of the popular PrintSpec color verification software, helping printers to achieve standardized print appearance to ISO, GRACoL or SWOP.

Standards may be the current buzz of the industry but some printers still seem mystified at exactly what they need to do in order to meet the GRACoL, SWOP or ISO print standard 12647.

PrintSpec allows Printers to generate comprehensive pass/fail reports generated from the small PrintSpec strip placed along with production CMYK printed work.

Printers requiring a system for straightforward ISO verification will need PrintSpec software plus a spectrophotometer for measuring the PrintSpec strip printed along with the job.

PrintSpec Reports include pass/fail information about the CMYK inks, the overprinted colours, the Dot Gain (TVI) and Gray balance. A configurable 'percentage of ISO Excellence' scoring system is built in.

The targets and tolerances of ISO 12647-2, 3, 4, SWOP and GRACoL are selectable from pull down menus, and custom in house standards can be generated for special applications.

Built into the PrintSpec software, RetroSpec gives a retrospective analysis of trends of many print runs & provides a systematic way to identify inconsistencies, ideal for printers wishing to continuously improve their performance. RetroSpec can identify small mechanical or consumable issues that could otherwise escalate into bigger problems.

The benefits of printing accurately to an independent, international standard will not only create an efficient workflow & reduce waste, PrintSpec is also a distinct marketing advantage in color critical printing.

"To implement PrintSpec and meet with standards such as ISO, GRACoL or SWOP a printer is demonstrating technical commitment & a progressive approach towards standardization." Stated Alan Dresch, Director of Mellow Colour.

Dresch went onto say "This is a simple approach to the complex issue of implementing process control over the entire production workflow. We see customers have concerns adopting new standards, but Mellow Colour are experienced and can guide printers through the procedure in a simple and cost effective way."

PrintSpec color quality control and production analysis is not just about consistency and performance. Mellow Colour is focused on the facilitation of communication. PrintSpec generates a simple report that acts as a benchmark everyone can refer to, to address quality issues.

For more information on how you can implement ISO visit Mellow Colour at Print09, Stand 6865.

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