



Mellow Colour launches new products at IPEX 2006

Mellow Colour announces the launch of two new products for print professionals requiring a predictable and consistent print appearance. **InkSpec™**, designed for analysing the accuracy of spot colour reproduction, complements and builds on the functionality of Mellow Colour's flagship product – **PrintSpec™** (previously Mellow Colour ISOLithO System). **RetroSpec™** enables printers and their clients to perform CYMK trend analysis, by utilising data compiled from consecutive reports generated by **PrintSpec**.

Alan Dresch, founder, Mellow Colour, comments, "Following several installations of our **PrintSpec** product, which provides the tools to help printers meet the ISO 12647 standard for Offset Lithography, it was clear there was a demand to build on its functionality to develop new applications. **RetroSpec** allows users to identify patterns in CMYK colour printing, enabling them to take action to prevent reoccurring problems."

RetroSpec

RetroSpec is a software application that allows printers and clients to perform trend analysis on the appearance of their CMYK colour printing over an extended period of time.

Working in conjunction with Mellow Colour's **PrintSpec** (previously Mellow Colour ISOLithO System), users of **RetroSpec** can identify small mechanical or consumable issues that could become serious if not addressed, preventing escalation and long periods of press downtime.

RetroSpec sorts reports compiled by Mellow Colour's **PrintSpec** in a variety of orders for detailed retrospective analysis. Using the **CineScroll™** function that allows the reports to be scrolled through for identification of trends and anomalies, the data can be viewed individually or collectively, to identify and address printing problems that may be detrimental to a smooth production workflow and colour critical work.

InkSpec

InkSpec provides a colour quality system that addresses the needs of printers, namely specialist and packaging printers, who require greater control of spot and special colours. Hosted on the same

platform and incorporating the functionality of **PrintSpec**, **InkSpec** delivers process controls for those printing outside the CMYK colour gamut.

Alan adds, "**InkSpec** reads ink TVI (Dot-Gain), Gradation and L*a*b* values from a special colour control strip and compares the measurements to target values in the Ink database, to highlight inconsistent and inaccurate special and spot colours. Access to the intelligence provided by all Mellow Colour products, enables our customers and their clients greater control over print quality, providing clear differentiation from their competition."

Using a pre-defined menu, the operator selects the paper and ink sets relevant to the job. Having specified certain colours to be measured within the ink set, readings are compiled into a page per colour report.

Particularly significant for packaging applications is that up to ten **InkSpec** report pages can be in use at the same time. Every **InkSpec** report provides the measured values for each ink on a separate page, and for a job with up to 10 different colours, printers can clearly view each report to identify how a colour is performing. Users can specify which inks are used for each job and can save these ink sets under a specific product, customer or paper type, to be recalled for later use or reference.

These small measurement files can be emailed from printer to client should the specified colours show conformance peculiarities on particular stocks.

PrintSpec

PrintSpec assures consistent print appearance, job-to-job and device-to-device. The user selects specified L*a*b* targets for paper type and ink colour, along with tonal value increase (dot gain) targets from a pre-defined user menu. 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.

The entire family of Mellow Colour products will be demonstrated at IPEX. Visit the Mellow Colour stand #09-D25.

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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/MelEng1017.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 **PrintSpec** software, delivers consistent colour from proof-to-press, from press-to-press, and from one print run to another.

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