



Get in the ISO 12647 game with PrintSpec



## PrintSpec – Standardizing the printing process

PrintSpec allows you to match your print to ISO 12647 – a common objective for Printers & Clients, or any other international or in house standard.

Improving colour consistency in your organization while reducing make-ready times & waste, PrintSpec is the ideal tool for colour professionals with an interest in producing high quality print complying with the targets and tolerances of ISO 12647.

PrintSpec allows Printers to generate comprehensive ISO 12647 pass/ fail reports generated from the small press control strip placed along with production CMYK printed work.

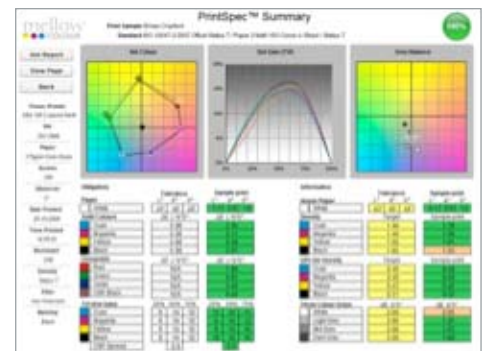
Printers requiring a system for straightforward ISO verification will need PrintSpec software plus a spectrophotometer for measuring the PrintSpec strip. A variety of popular spectrophotometers are supported.

PrintSpec presents the data in a visual, easy to understand summary page, with the ability to go into more depth information on other pages. The summary page includes information on ISO 12647 pass/fail information about the CMYK inks, the overprinted colours, the Dot Gain (TVI) and Grey balance. A quantifiable BPIF standard '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.

## Benefits of PrintSpec

- Standardised print appearance
- Faster make ready times
- Reduced waste
- Effective colour communication
- Increased customer satisfaction
- Systematic troubleshooting
- ISO 12647 – a common objective for Printers & Clients



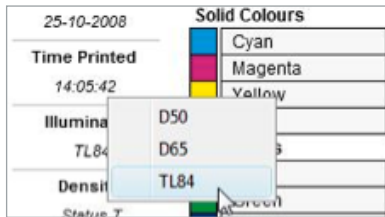


## So how does it work?

Using a spectrophotometer the printer measures a colour control strip, which is run along with production work. A comprehensive report is generated, presenting L\*a\*b\* values, dot gain and grey balance values in charts, alongside either the ISO specified targets, or if the user wishes, in-house targets for comparison. Key features of the PrintSpec report include:

### Print Validation

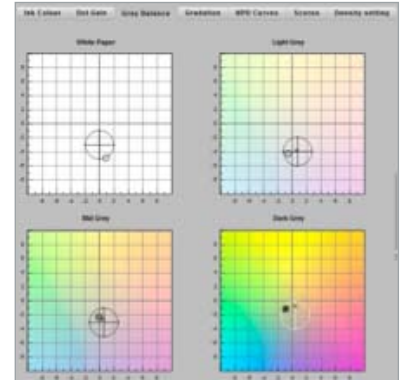
The comprehensive Summary Page incorporates a standardised scoring system that includes automatic grey balance calculation depending on what substrate is being used.



PrintSpec uses spectral data exclusively so that the effects of non standard lighting can be evaluated on critical colours in proofs and prints.

### Production

Ink Density setting - simple bar chart guide for the printer to achieve target Lab's



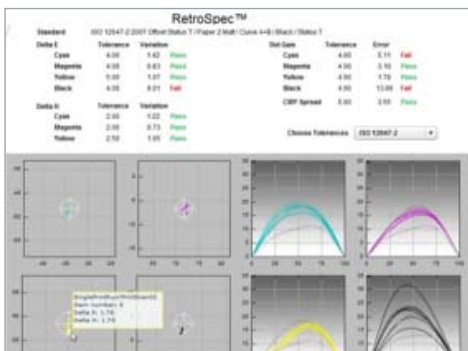
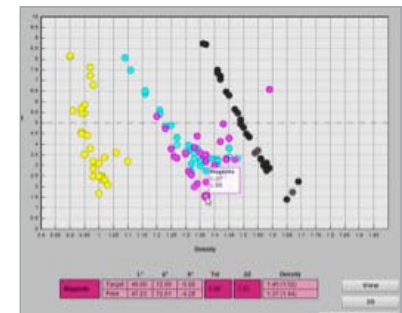
### Press Calibration

Press calibration is highly comprehensive including iterative adjustment, export of curves for most CtP systems and calibration of digital presses.

Print Curves - Smoothed curve shaping for TVI compensation including iterative calibration for non-linear plates and digital presses.

SweetSpot allows the user to accurately set press room instrument density targets that accommodates inter instrument differences and the effects of dry back.

A whole range of commonly used substrates are taken into account when defining the target densities that produce the tightest ISO 12647 compliance.



### Quality Management

Print run variances which provide an indication of colour consistency during the print run can be compared with the targets in the ISO 12647 standard, an in-house standard or the OK sheet.

Animated multiple report scrolling for establishing reoccurring problems and filtering of spurious data. Multiple reports can be averaged for analysis.

A number of PrintSpec reports over a print run can be saved as a single RetroSpec report.

The RetroSpec module allows for print run statistics to be analysed so that adverse trends can be identified and addressed before the cause a major problem. Trend analysis of up to 1000 reports is supported.

## Our product family also includes:

**InkSpec** - a comprehensive colour management system addressing the need for systematic, measurable production control of special and brand colours.

**Flatline** - used in conjunction with a range of press side scanning spectrophotometers to speed up ink key setting to achieve ISO 12647 compliance.

**ISOSimple** - a central quality control and training service to keep things easy, efficient and manageable when implementing ISO12647.

**LinkSpec** - a secure portal that allows printers and customers to exchange colour data and print run reports.

**Colour Quality Training** - we provide on-site colour theory & colour management training courses for occasional & advanced users. Courses can be constructed with a print buyer, design, pre-press or pressroom bias.