

ROTO4ALL



LINDT & SPRÜNGLI

COLOR STANDARD MANAGEMENT - SCOPE

Create Standards provide ways to communicate expectations

Clear Expectations for Supplier regarding Acceptable Work

Reduced need for on-site press checks, travel, and other tasks based on visual approval methods

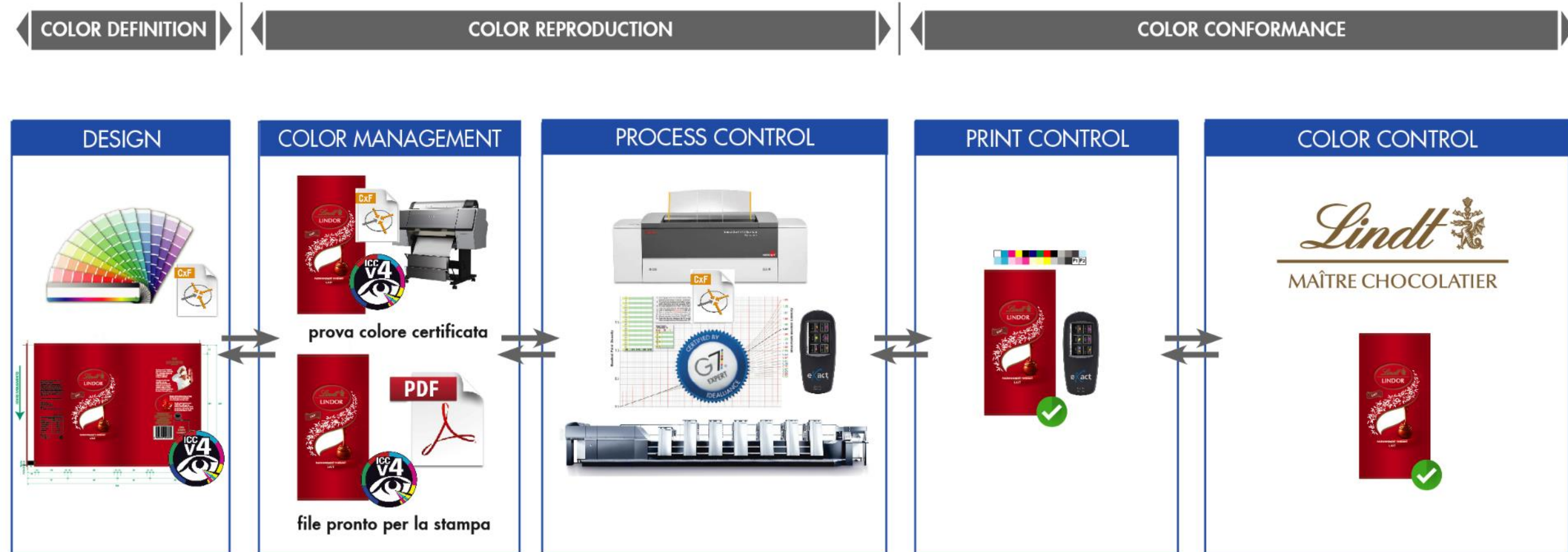
Color Consistency in Reprints & within different Supplier

Quantitative Score Card to assess Supplier Performance

Predictable Results from Printing Proof to Supplier production

COLOR STANDARD MANAGEMENT - SCOPE

Lindt is working on a definition of a project for a global color workflow regarding the correct reproduction of color. This workflow, starts from design and arrive to print trough quality control based on a instrumental evaluation, and an accurate visual check.



COLOR STANDARD MANAGEMENT - SCOPE



Color Standard Management Project

Step 1

Printing and analysis of first fingerprint on various media, reverse and surface printing, to understand the situation at t_0 of each supplier and define a first temporary profile to be tested



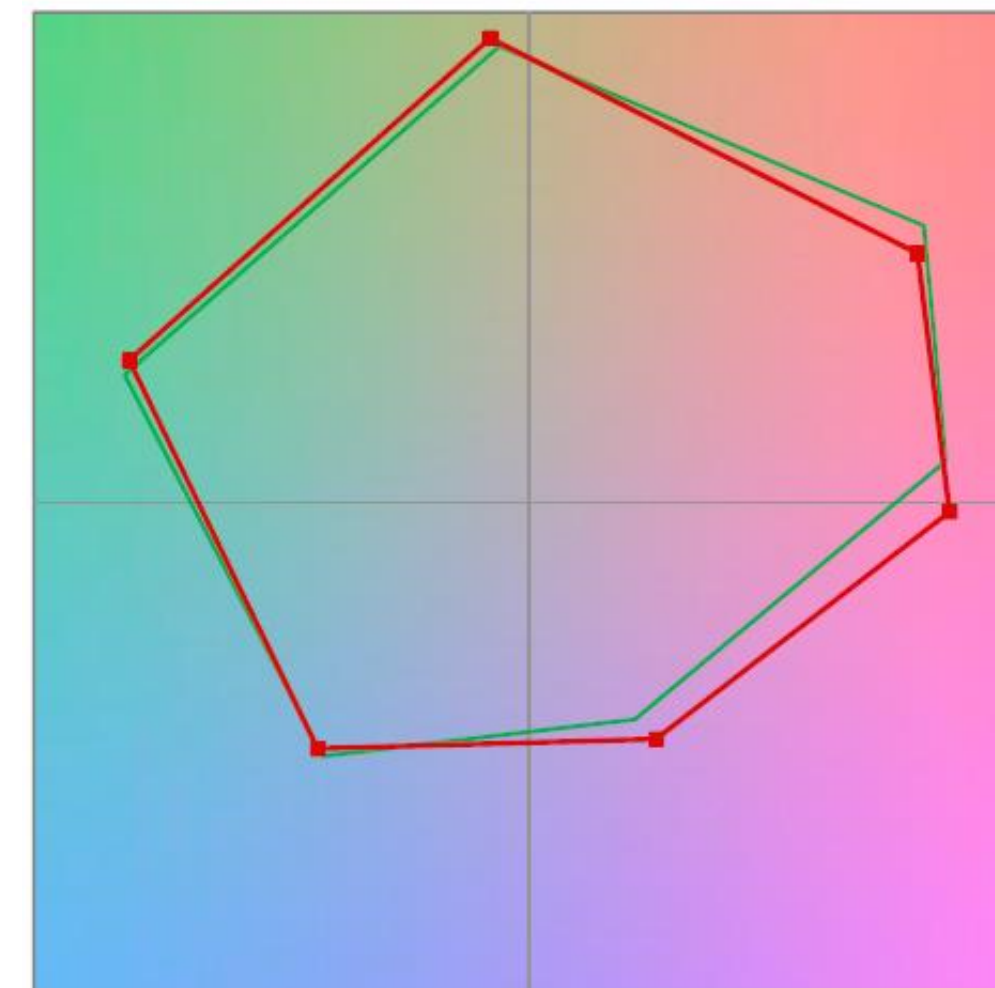
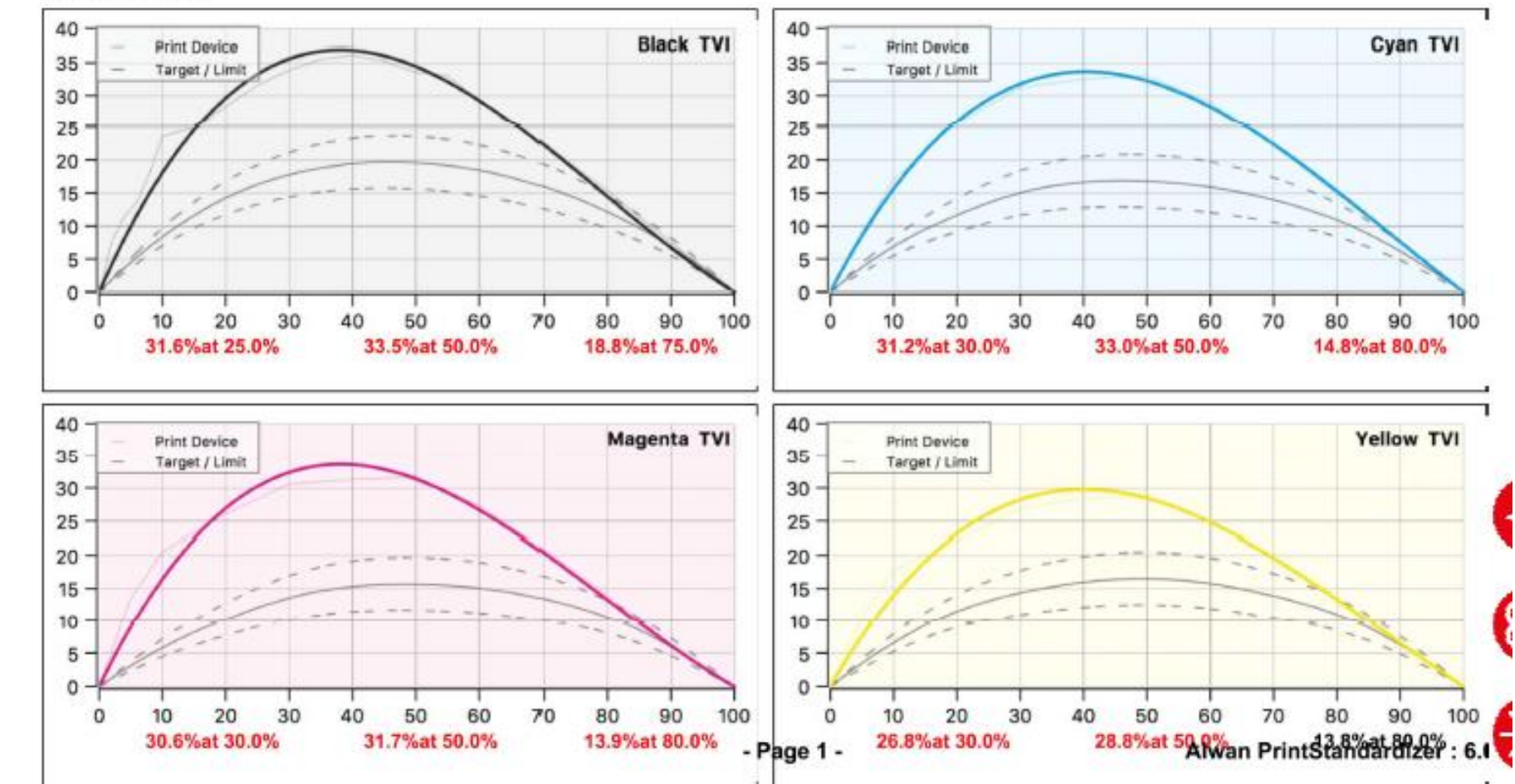
Color Standard Management Project

Step 2

Evaluation of the fingerprint and main technical parameters of each supplier, such as:

- Engraving tool angle
- Printing inks (C.I., supplier)
- White ink yeld
- Viscosity
- Print density
- TVI
- Pantone reproduction (186 , 492)
- Comparison between the two Color Gamut and other parameters, to understand alignment possibilities

Process TVI



Color Standard Management Project

Step 3
Test with temporary profiles and new fingerprints.
Comparison between the two print-run to check the consistency of the process, with good results (reverse: $\sigma = 1,34$ $\Delta E = 2,33$ / surface $\sigma = 1,71$ $\Delta E = 2,72$)



Color Standard Management Project

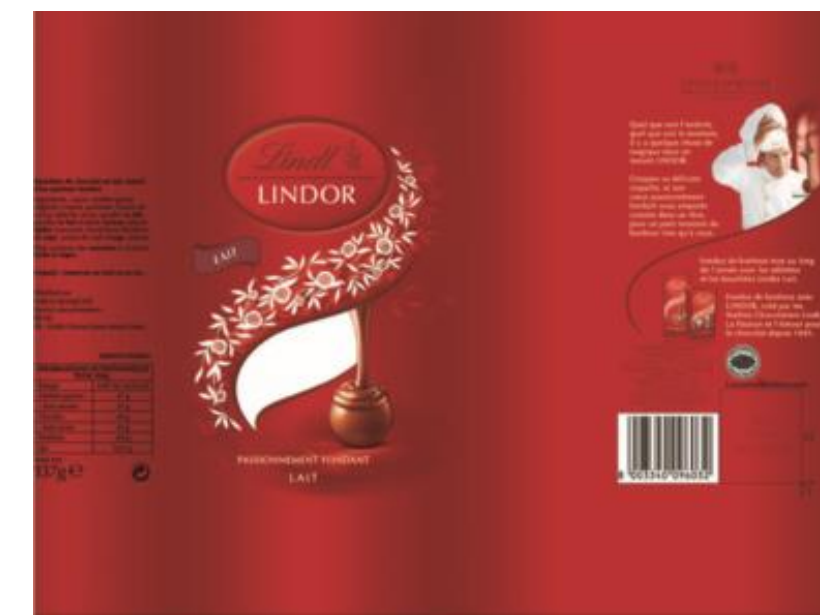
Step 4

Test with different repro agencies to standardize the digital proof preparation criteria

Digital print from 2 agencies with same files, containing most critical images, technical elements, G7 scale

Some adjustments needed in origin files management and color of substrate.

Finally, satisfactory alignment was achieved between repro and press.



Color Standard Management Project

Step 5

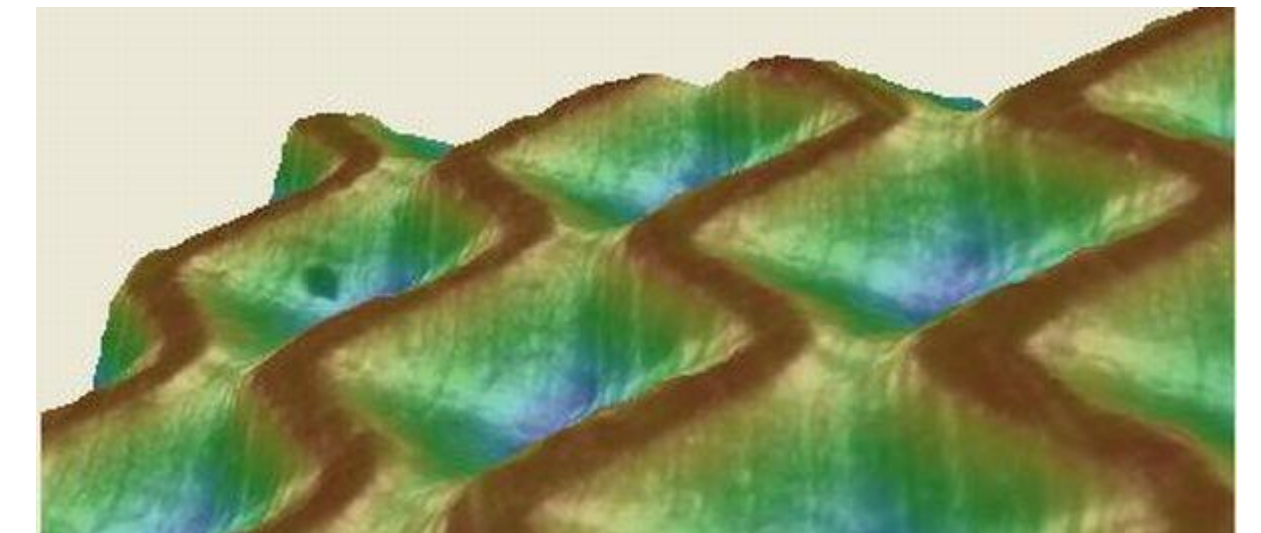
Keep the reins of the process, in order to guarantee consistency and repeatability of the printing result

Focusing the most critical parameters:

- Engraving (cell size, depth, shape)
- Printing press (set up of the machine)
- Ink recipes
- Print density

Definition of process tolerances

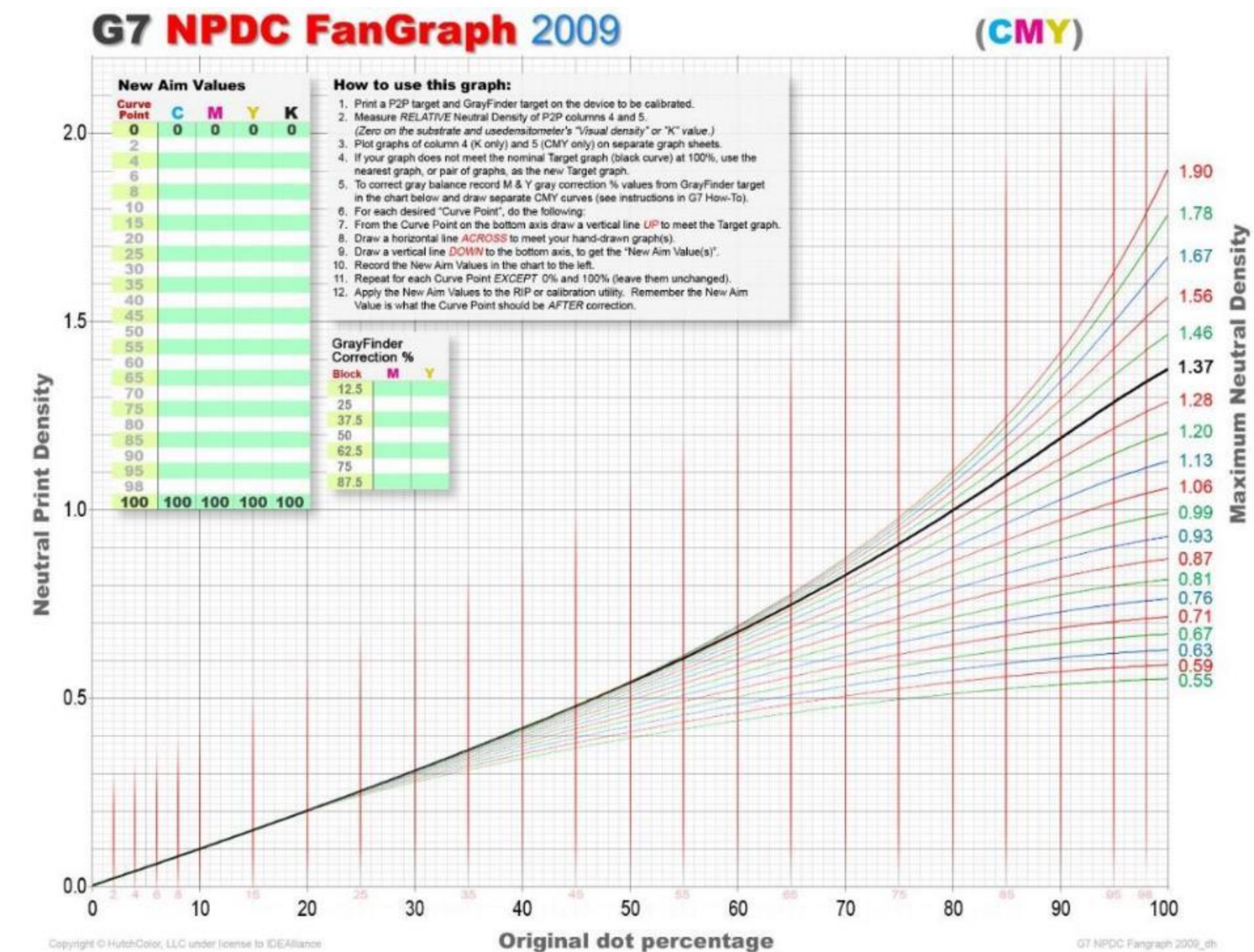
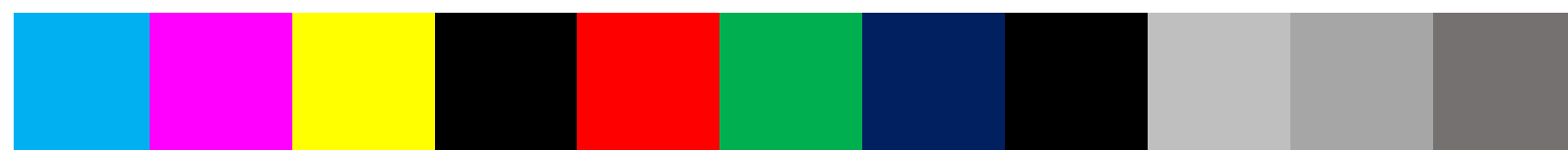
Definition of measurement conditions, procedures and instruments set-up



Color Standard Management Project

Step 6 Implementation of G7 methodology in the project.

- Definition of TV to be checked
- Check in comparison with G7 std
- Design of the most suitable control scale to put, when possible, in the job



Color Standard Management Project

G7: why choose this method

Some benefits of the G7 calibration process:

- Standard reference, regardless the printing technology
- Higher accuracy and more consistency in lighter tones.
- Prints have the same highlight tonality regardless of the 100% density of the print,
- Better yield because the human eye is much more sensitive to tonality changes in the highlights

Thank you all!!