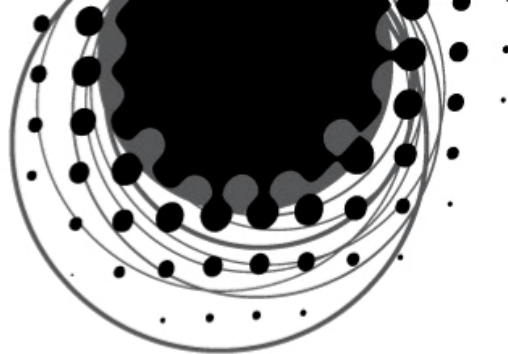




NPES-ICC Color Management

Printing House Roelofs Innovates in Color and Print
Presented by Rob Meijer

*“Manufacturing Success with
Color Management”*

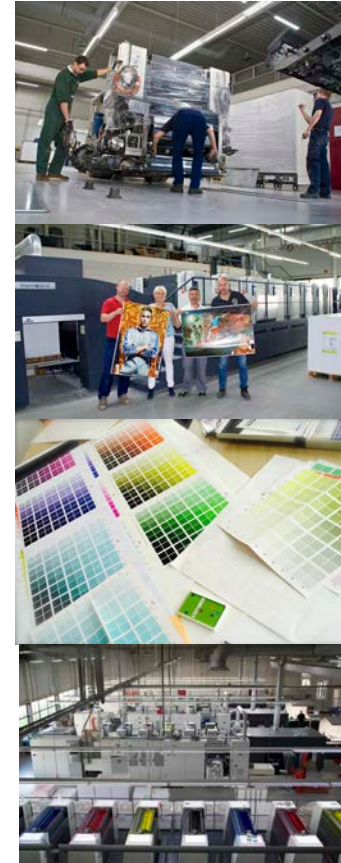
February 12, 2015 • India Expo Centre • Greater Noida, Delhi NCR



Drukkerij Roelofs



- Owner/Director M. Wermer/ J.Puntman
- 40 professional fulltime employees
- Modern offset printing house in The Netherlands
- Innovative company, constantly seeking for new technologies
- 1 Man Roland 8- colour press
- 3 Man Roland 5 -colour presses
- Kodak Insite, Prinergy, ColorFlow, Spotless, Staccato, Magnus, Trillian
- Brochures, annual reports, art catalogues, anniversary books and flyers
- Roelofs prints Staccato for more than 12 years and uses Spotless for about 9 years
- First Spotless 4 and 5 user in Europe since 2005



New Man Roland 8 Color U.V Press



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Brand Colors



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Brand Colours - As Critical As Ever

The market **has a need for** brand identity

Target Markets

- Flower industry
- Paint industry
- Labels
- Packaging
- Fashion



Brand Colours – Challenges and Solutions

- There are technical challenges, requiring tools and know-how to do it
- An investment needs to be made, that contributes to the bottom line and have short ROI
- Solutions:
 - Kodak Spotless Software: optimize efficiency of print production by replacing spot colours with process colour builds. Prinergy integration
 - Colorflow: colour relationship management, integrated in Prinergy
 - Ink Optimizing Solution: increase stability of colour, reduce cost, deliver faster
 - SquareSpot CTP with Staccato screening



Brand Colours – Colour Communication

Physical reference sample to measure, so that Spotless recipes can be computed for accurate simulation



Name	Spot Color	S	M	ΔE	Status	0.0%, 59.4%, 0.0%	0.0%, 14.7%, 0.0%	0.0%, 0.0%, 8.5%	0.0%, 0.0%, 6.5%	0.0%, 3.0%, 27.4%	0.0%, 2.6%, 0.0%	0.0%, 12.5%, 10.0%	0.0%, 25.4%, 0.0%	0.0%, 9.0%, 0.0%	0.0%, 0.0%, 0.0%	0.0%, 0.0%, 0.0%
P01 versnippelen	96.8, 1.0, 13.3	92.7, 0.8, 11.6	4.2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2 P06 zachtegeel	93.8, -0.0, 5.0	90.0, 7.5, 14.2	0.9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
3 P03 9010	73.8, 8.2, 12.7	69.5, 21.0, 21.2	5.5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4 P46 warmbeige	88.1, 6.8, 27.6	62.7, 33.5, 32.0	5.2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5 P07 zandgeel	81.6, 12.2, 13.2	75.6, 20.8, 22.2	4.9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6 P13 zachtroze	90.8, 7.9, 14.8	91.9, 8.4, 59.7	5.3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7 P17 zalm	69.5, 21.0, 21.2	96.3, -5.4, 5.0	5.2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
8 P14 steenrood	62.7, 33.5, 32.0	94.2, -4.0, 1.0	5.3	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
9 P16 oranjerood	75.6, 20.8, 22.2	88.1, 6.8, 27.6	5.5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
10 P15 abrikoos	91.9, 8.4, 59.7	96.8, 1.0, 13.3	4.2	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11 P09 maisgeel	96.3, -5.4, 5.0	93.8, -0.0, 5.0	0.9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
12 P11 dottergeel	94.2, -4.0, 1.0	90.8, 7.9, 14.8	5.5	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13 P12 citroengeel	88.1, 6.8, 27.6	81.6, 12.2, 13.2	4.9	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%



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Brand Colours – Colour Communication

Quality photography with embedded ICC profiles to render accurately on the chosen print condition

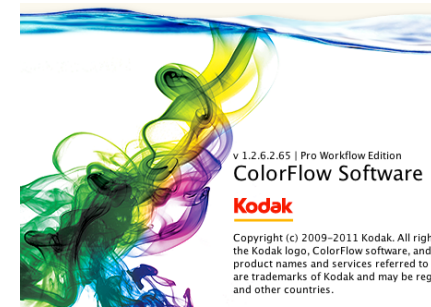
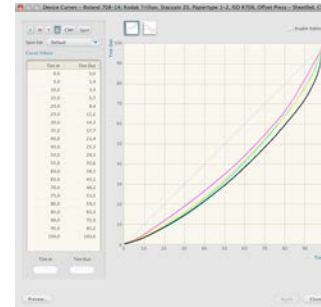


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Brand Colours - Approach

- Do it right, from the first time, precise and efficient
- Differentiate yourself
- Enable yourself to open doors
- Enable yourself to be ready for new opportunities
- Include ability to adjust to demand



Standardize, and then automate the workflow !



Staccato/AM

- Kodak screening software product
- Improved colour and halftone stability
- Eliminates moiré effects
- Delivers continuous tone fidelity with uncompromising detail
- Roelofs using 90 % staccato and 10 % AM screening
- Less register problems

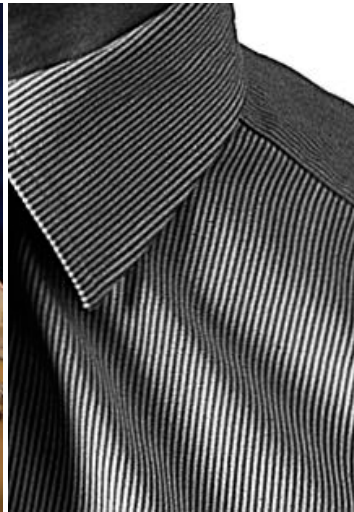


FM Screening

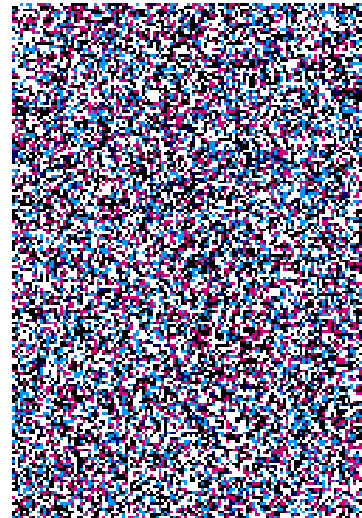
**No more
screening moiré**



**No more subject
screening
moiré**



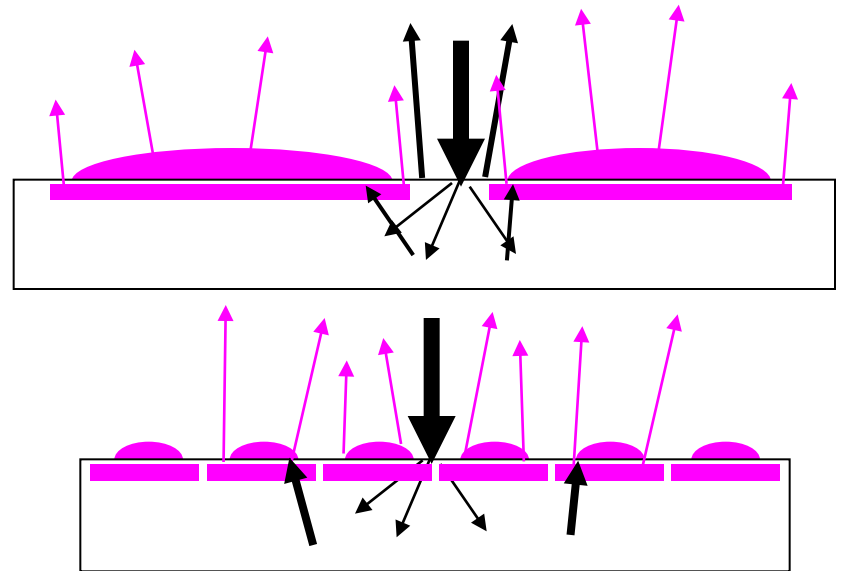
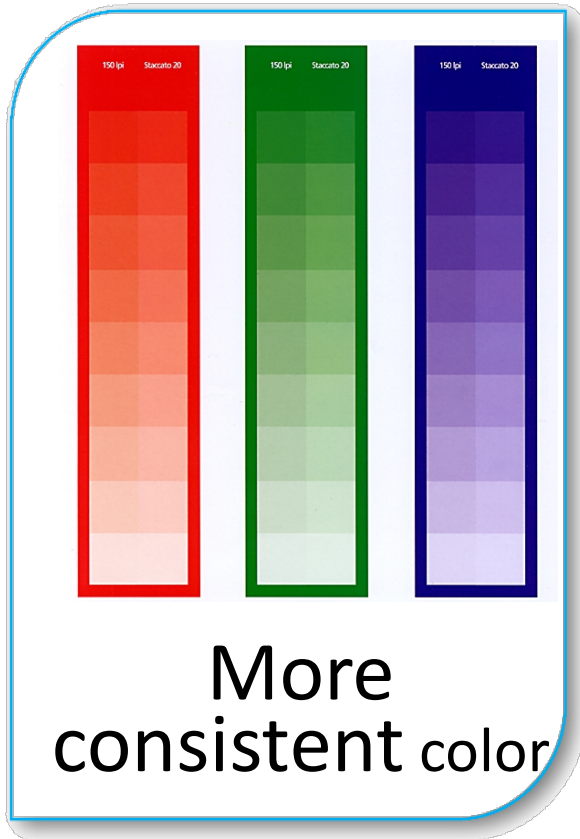
**No more visible
rosettes**



**Continuous tone
fidelity**



Staccato extends color gamut

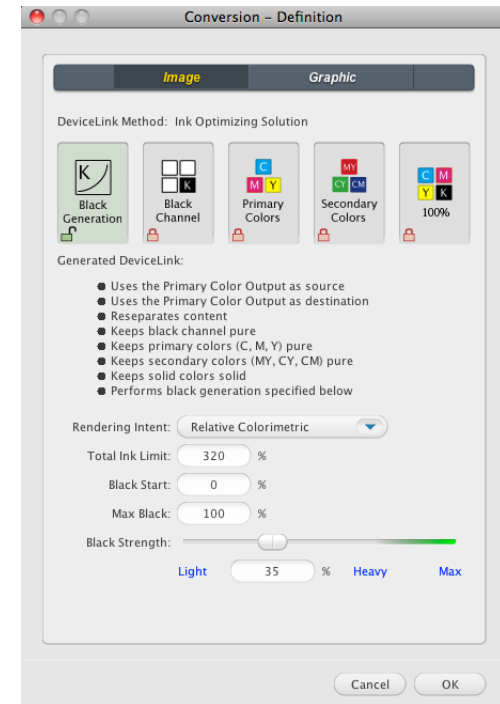


Absorbs light efficiently

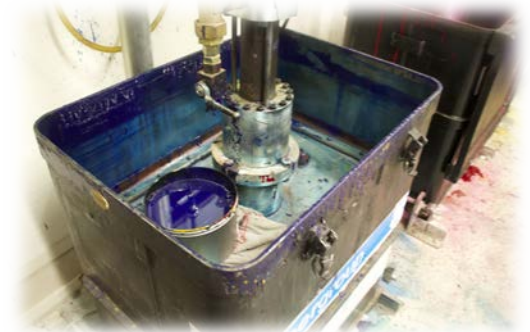
Wider midtone gamut

Less color contamination

Process Control



Ink optimizing saving 9 % INK



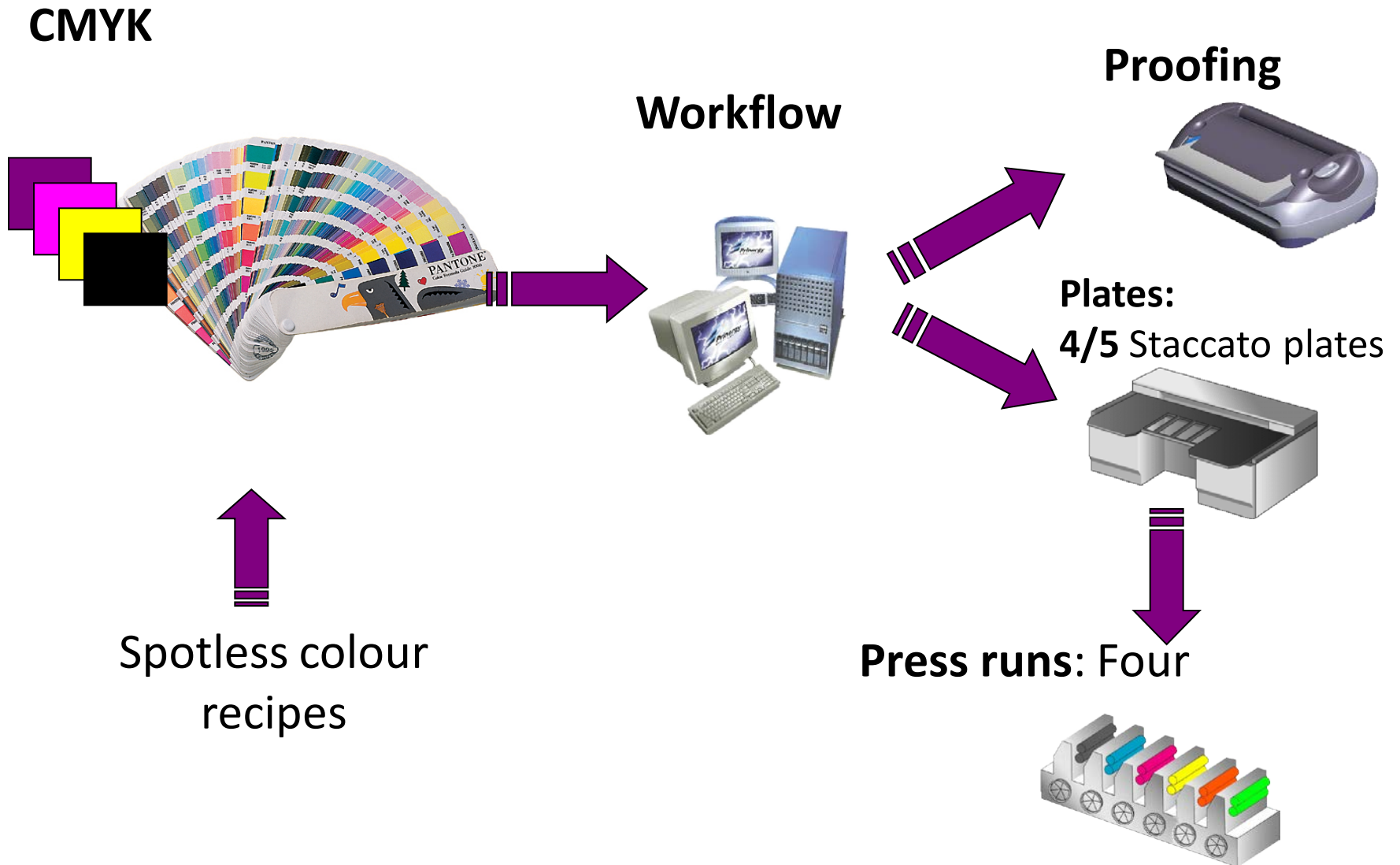
Less colour ink / more black ink



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Spotless print



Spotless Print solutions

Spotless 4
CMYK



Spotless 5
CMYKX



Spotless 6
CMYKXX



Spotless 7
CMYKXXX



Application areas in the market

- Spotless applicable for all kinds of print work
- Strong added value for:
 - Reproduction of colour samples
 - Art catalogues
 - Promotion material
 - High definition reproduction (tools, watches, cars)
- All areas where exact matching is required



Difference between Spotless 4 and 7

- Needs own software for Spotless 4 and 7
- Spotless 4:
 - 4 print runs CMYK
 - 64% of Pantone colors can be obtained
- Spotless 5,6 or 7
 - 5,6,7 print runs, extra orange, green or blue
 - 80% to 94% of Pantone colors can be obtained



Added value for your customer

- Spot colors without the need for additional print runs
- Higher quality and detail level achievable
- Vector as well as pixel images with high quality
- Saves time and money during the printing process
- Increases the potential profit margin (reduces cost level, increases rates)



Branding in the market

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Competence Partners

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KruseMedien
Wir begeistern uns für Ihre Marke



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Sirocolor in work



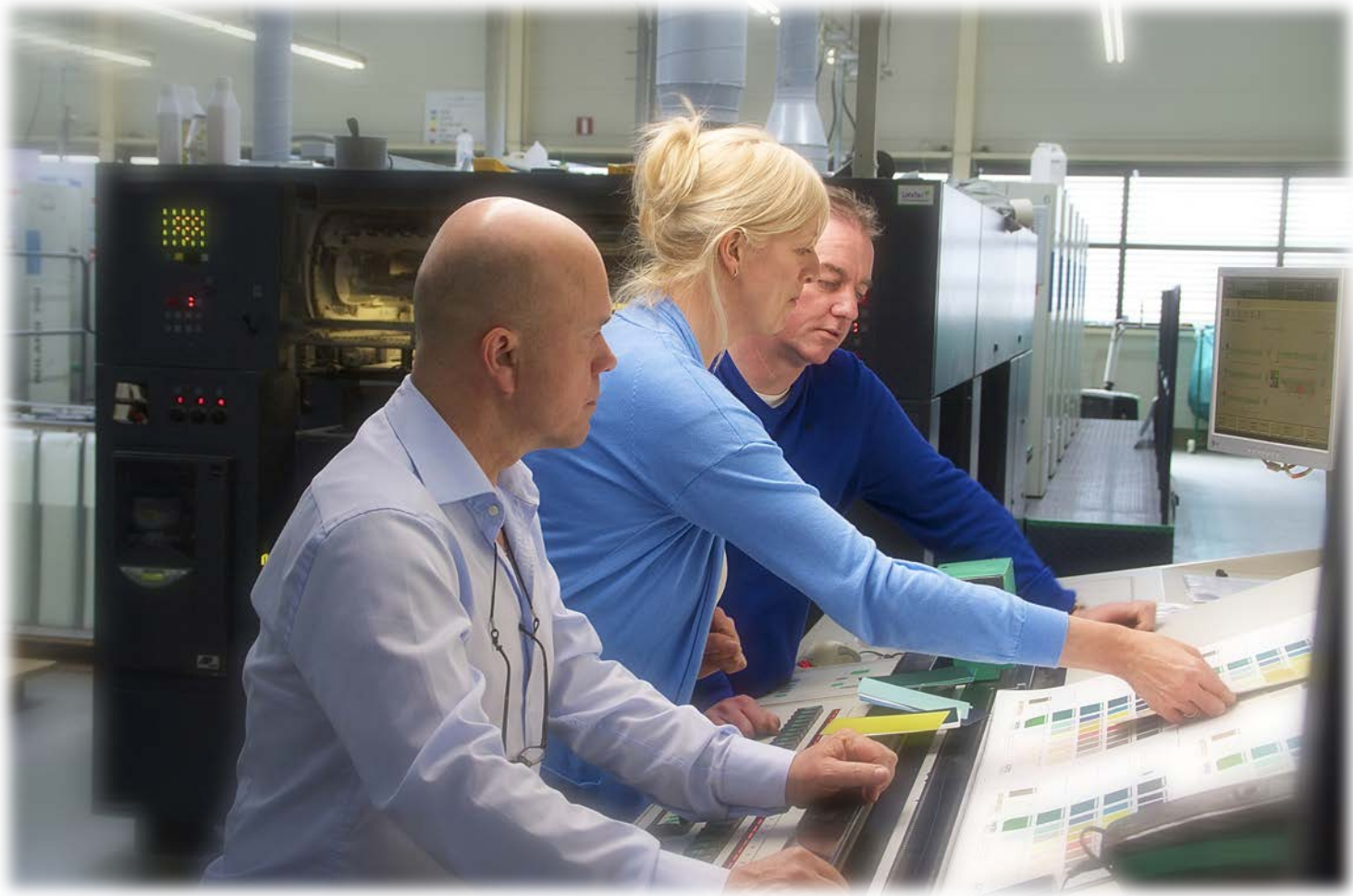
- Original color samples
- Spectral measurements
- Soft proofing
- Offset proofing
- Implementation in art work



- Final Soft proof
- Final Offset proof



Production run



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Approach !!



18-2-2015



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Proof signed color o.k !



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Happy Customer Akzo Nobel



Sirocolor samps



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a very important moment in color
history



Zequer (and Roelofs) are proud to show you at the Npes-ICC a sneak preview of a very important moment in color history.

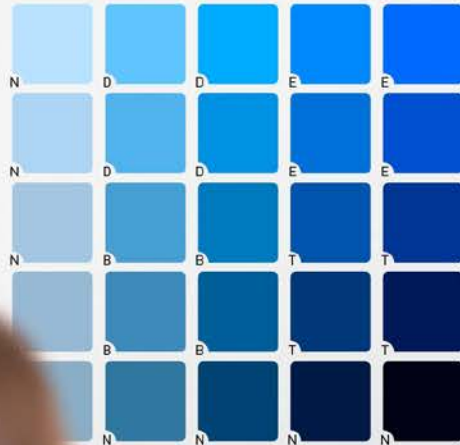
On March 21, international Color day, Color Passport institute (since 1995) will launch **COLOR CLUSTER SYSTEM**.  **COLOR PASSPORT**

It will be **first** intelligent color system based on the **DNA** of a color, its properties and how our eyes and brains perceive and translate color.

It is the result of 20 year full time research, findings and development of a Belgian professor and his team.

Zequer and Roelofs cooperated in the development to guarantee the color accuracy and consistency for all the printed products now and in the future.

 X 51





SYSTEM UNIQUE PROPERTIES

Each color has its unique PASSPORT and code revealing its scientific values as well as specific properties. Type, culture and emotion.

The CP color code is not a name, it is an identity. The Color Passport language is the grammar of color. It is understanding color.

All **7200** basic CP colors are defined only within the CP useful color space of colors perceived as balanced by our brains.

Because they are perfectly and naturally reproducible in clean 3 values CMYK, RGB, paint, digital printing and other production techniques.



CLUSTERING

Every person sees the same color in a different way. Color Cluster System is a unique way of clustering colors the way our brains differ from one another.

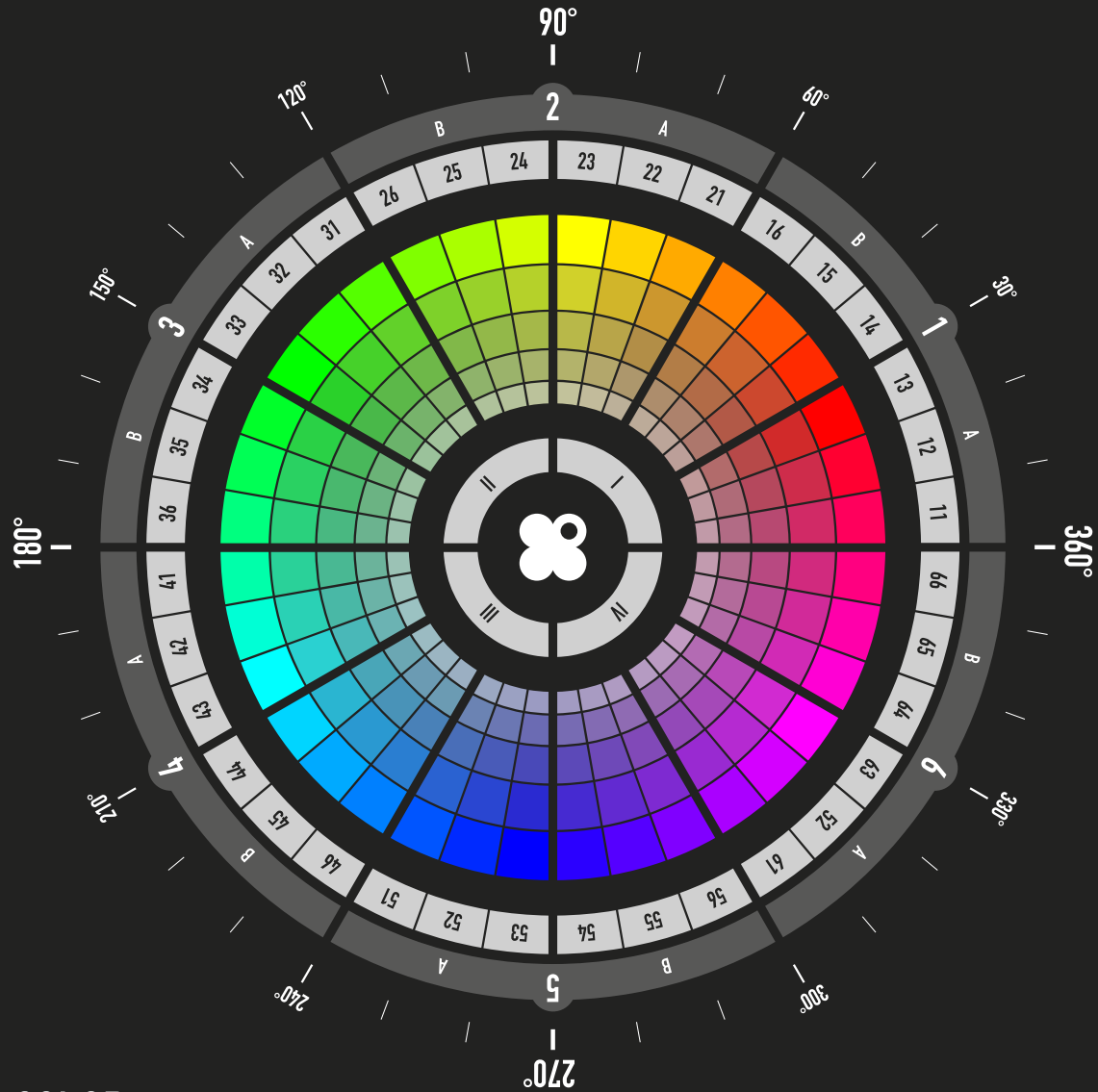
The entire cluster has the same properties. When placed separately most people will see them as the same color.

Each specific relation between chroma and grey scale creates a different intensity and emotion in our brains.

These differences enabled CP to order and catalogue the colors by type of customer or color, by style as well as by culture or geography.

A unique matrix system enables users to understand intensity and luminosity just by the 4 digit numbers of each passport.



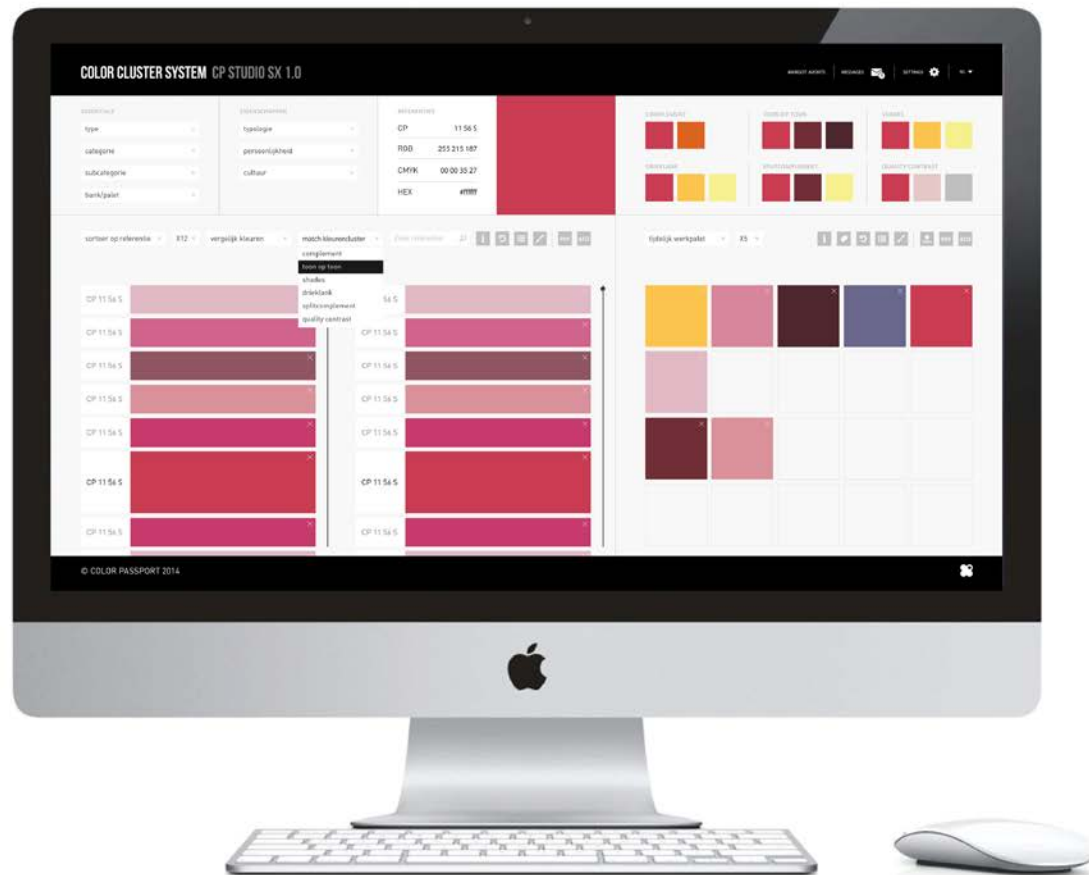


 COLOR
PASSPORT.

COLOR CLUSTER SYSTEM COLOR CIRCLE







CP X 11 48   

CP X 13 27   

CP X 21 19   

CP X 55 84   



Understanding color

CP X 54 35 P D

CP X 15 08 S E

CP X 64 35 P D



Understanding color

- ZEQR and Roelofs are proud to be able to be partners in the production of this revolutionary color system.
- COLOR CLUSTER SYSTEM will be officially launched March 21ste 2015.
- Feel free to get in touch with rob@zeqer.nl
- For more information you can also get in touch with the Color Passport team at www.colorpassport.com and info@colorpassport.com

Thanks !!

Have a nice colorful day

