

Our professional print colour management ensures the uniform appearance of a brand. Hence all the packaging variants within a product family, which will ultimately end up next to each other on shop shelves in a wide variety of locations, reliably fulfil the brand-relevant design criteria. This guarantees the consistency of the brand and is a prerequisite for a strong image.



Individual colour profiles

The challenge in packaging printing is that a wide variety of substrates need to be printed in offset, gravure and flexographic printing processes. Equally as wide is the range of materials, colour systems and finishing processes.

In packaging printing and flexographic printing, there are hardly any industry standards, just "in-house standards" which can sometimes differ significantly from one another. In addition, the related technology is continuously developing, which hugely expands the options in the printing process, but at the same time also greatly increases the complexity of control.

In the print colour management we apply, the profiling process is a fundamental component. All the relevant process parameters of popular in-house standards are covered. By identifying the colour space in advance using fingerprinting and defining it in the form of a digital profile, we can create colour-binding proofs. In this profiling process, we take into account up to 70 variables and the interplay between them, e.g. printing inks (manufacturer, solvent, pigment, further processability), printing forme (screen, angle, linearization, process, cutting, etc.), printing press (final proof printing, speed, etc.) or substrate (topography, colour acceptance behaviour, further processing, etc.).

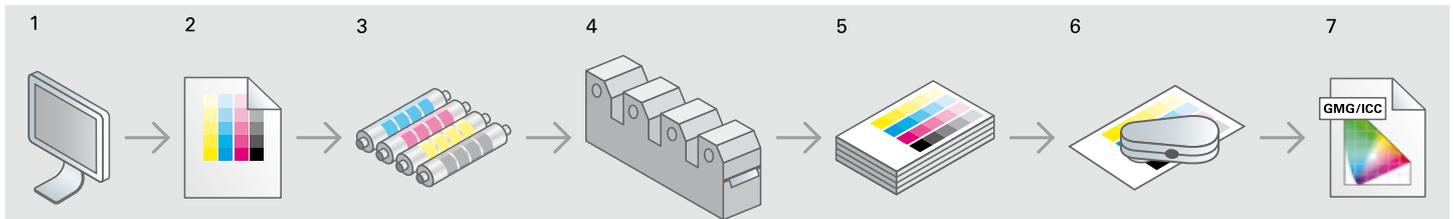


Guaranteed brand consistency

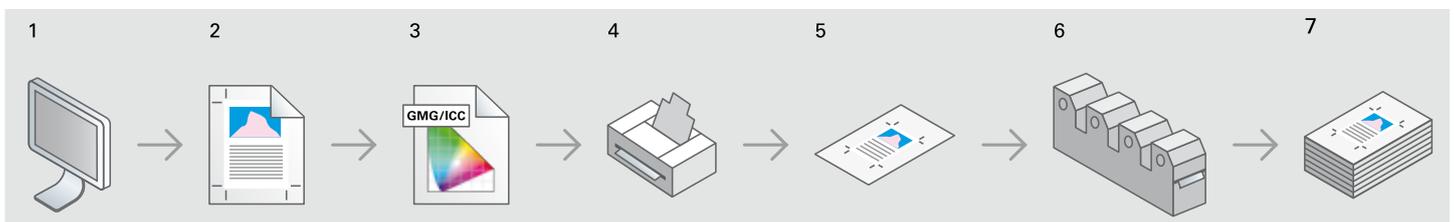
Packaging variants must fulfil both decorative and functional aspects, and they vary greatly in terms of their material properties. This begins with sealability, heat resistance and barrier characteristics and goes well beyond laminability, UV/ light resistance, foodstuff tolerance and abrasiveness. Since these properties are predetermined and cannot be changed at will, a wide variety of printing colour systems as well as specific additives are used in order to achieve an optimal printing behaviour. This in turn has an effect on the reproducible colour space. Nevertheless, to be able to ensure brand consistency, we use the reliable process of fingerprinting for our print colour management.



Profiling using fingerprinting



1 Workstation, **2** Production of digital fingerprint test form, **3** Fingerprint cylinder manufacture, **4** Printing the fingerprint under real conditions at a particular printer, **5** Print results, **6** Acquisition of the colour values, **7** Creation of a digital profile



1 Workstation, **2** Print file, **3** Application of the digital profile, **4** Printing on the proof printer, **5** Proof print results, **6** Printing at the printer, **7** Production printing results = proof printing results

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