

TYPES OF PRINT VENDORS & THE PRINT PROCESS

LOCAL PRINTER

Files are prepared in studio and go to printer.

1. Printer receives the files and put them through RIP process (pre-press process taking the files into the printing software which determines resolutions, fonts, vectors, color space, etc. and translates the files to the proprietary press format)
2. A 'softproof' (digital file only) or printed 'color proof' is then generated. **THIS IS NOT A PRESS PROOF.** This printed color proof is more a check for any obvious errors in the file, and is a laser-printed or ink-jet printed image, not the actual offset print. These color proofs are generally a 80%-85% match with the final product. I usually review this proof alone, though you are welcome to join me at the printer for the color proof, or I can bring them back and we can meet again for a review. (This will slow your delivery time, and generally must be done within the same business day in order to keep the job in the print queue.)
3. If there is a necessary concern regarding accurate color-matching, the printer generates a **PRESS PROOF**, or **PRESS CHECK** on the fly. This means a proof is generated on the fly when the printers have inked the presses and they are rolling. There isn't usually much warning, and the reviewing person/s must be available to run over on the spot and check the color.
4. There is usually a small additional fee for this, and you need to be prepared to make a color decision on the spot while the printers are adjusting the color live. It is expensive for them to do, and the press check ties up the presses. In your case, I would not recommend this procedure because we are not trying to match any existing colors, but it can be done if you wish. Please let me know and I will inquire about the timing, the charges and other details.

TRADE PRINTER

Process is exactly the same, except they ship the proofs. What they ship out are the 'color proofs' as described above. Some printers' color proofs are called Epson proofs (because that's what they print them on) and are a 80%-85% match with the final product.

SOME PRINTING DEFINITIONS

Laser Color Proof

Created with powdered color toners fused to the paper with heat. These toners are essentially dyes, not ink. They do not have pigments and are not permanent, and therefore are susceptible to light and to surface scratches.

Ink Jet Color Proof

Water-soluble inks from dyes, chemically fused to the paper. These inks are essentially dyes, not true ink. They do not have pigments and are not permanent, and therefore are susceptible to light and to surface scratches.

Offset Color Print

Pigment and oil-based inks, printed with a 4-color print separation process. Pigments are opaque, durable, and dry to a permanent finish with a distinct presence on the paper.

This process is not as simple as one might hope. The usual strategy is to determine paper, then print the job. The printer will of course record the ink color, so the next time a job is printed it can be expected to be a 95-99.9% color match. Inks do vary over time, paper varies over time, humidity, temperature and other environmental factors all affect color. Most people are not ever going to discern these tiny differences. Pepsi-Cola might have the budget and the governance to care, but for most of us, this percentage to close works well for the task.

COLOR & PRINTING

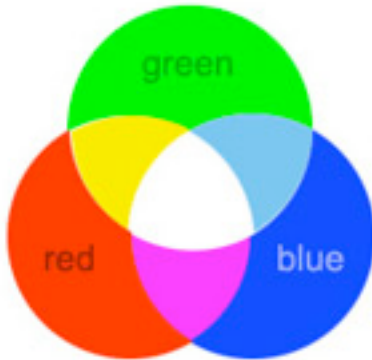
Color Types

4:4 - 2 sided, full color on front and on back

4:1 - 2 sided, full color on front, black on back

4:0 - 1 sided, full color on front

RGB Color



The additive primary colors, red, green and blue, used to display color in video monitors.

Printing with a file in RGB color mode will produce a washed out appearance.

CMYK:



The primary colors used in 4-color printing. CMYK are used to reproduce full color on the printed sheet. CMYK is also called PROCESS COLOR.

C: Cyan (Blue)
M: Magenta (Red)
Y: Yellow
K: Key (Black)

PROCESS COLOR

Colors that are determined by the assignments of numeric CMYK values. These colors are mixed by the software used in the printing process. The software tells the printing press how to overlay Cyan, Magenta, Yellow and Black to create all color values in the job.

SPOT COLORS



Spot colors are actual ink colors pre-mixed in the ink cans, from a color chart such as the PANTONE® Color Chart system. When trying to color-match other materials, this can often be the most reliable solution.