COLOR rules!

A ROADMAP FOR SUCCESSFUL
COLOR MANAGEMENT AND
ULTIMATE PRINTING EFFICIENCY

LITHEC
USA

WELCOME TO

color rules!
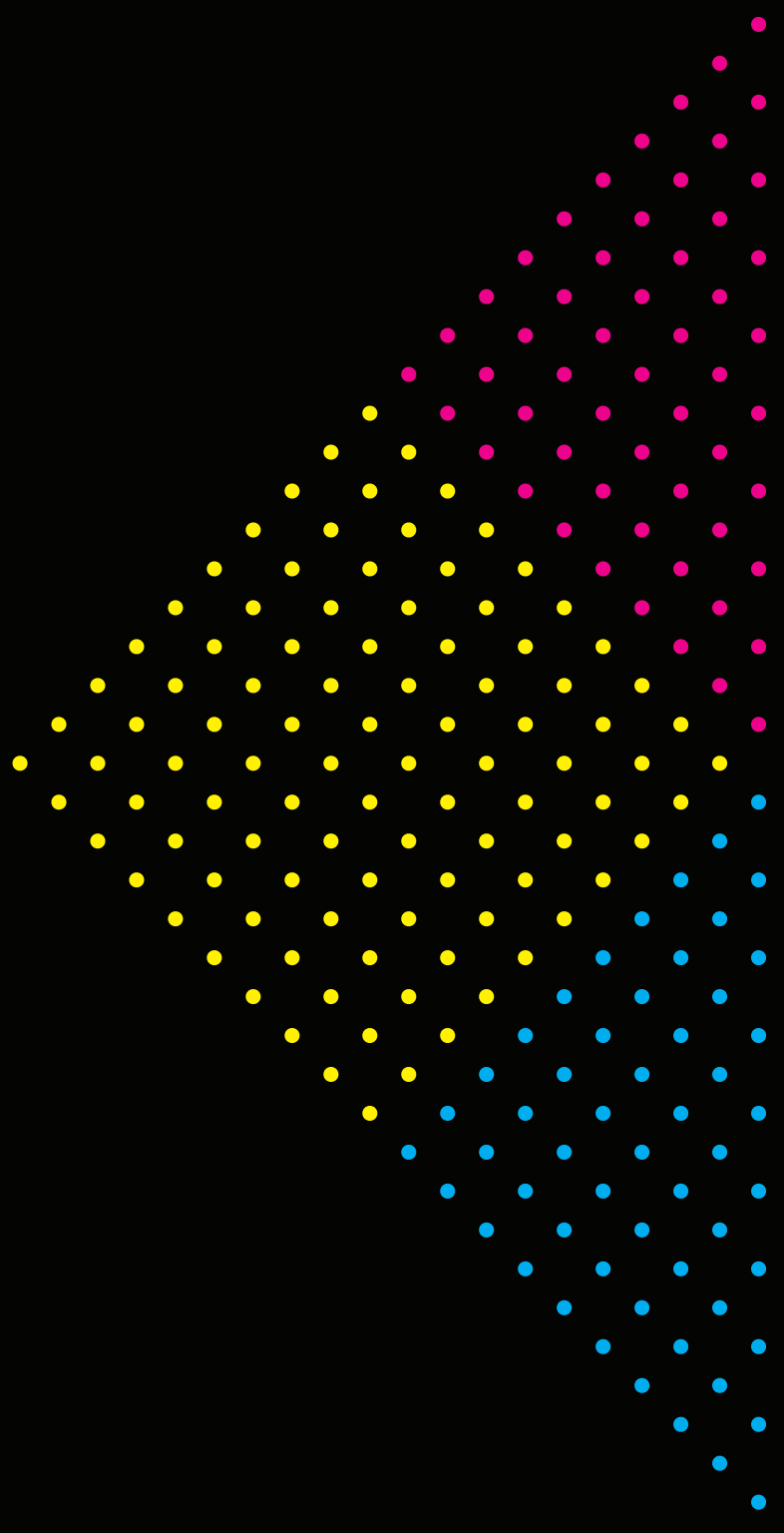
Developed by renowned industry experts, these guidelines have been established to ensure successful color management and ultimate printing efficiency.

By following this proven and productive roadmap, you'll optimize efficiency and maximize savings—from pre-press all the way through to the final printed sheet.

With the right tools and processes in place, you can confidently manage color—instead of letting color manage you.

Each phase of the process requires a documented procedure that must be followed closely to achieve true success. When implemented correctly:

- **The process is simplified**
- **Color consistency is ensured**
- **The press operator playing field is leveled**
- **Training new operators becomes easier**
- **Press problems are minimized**
- **Huge savings are realized**
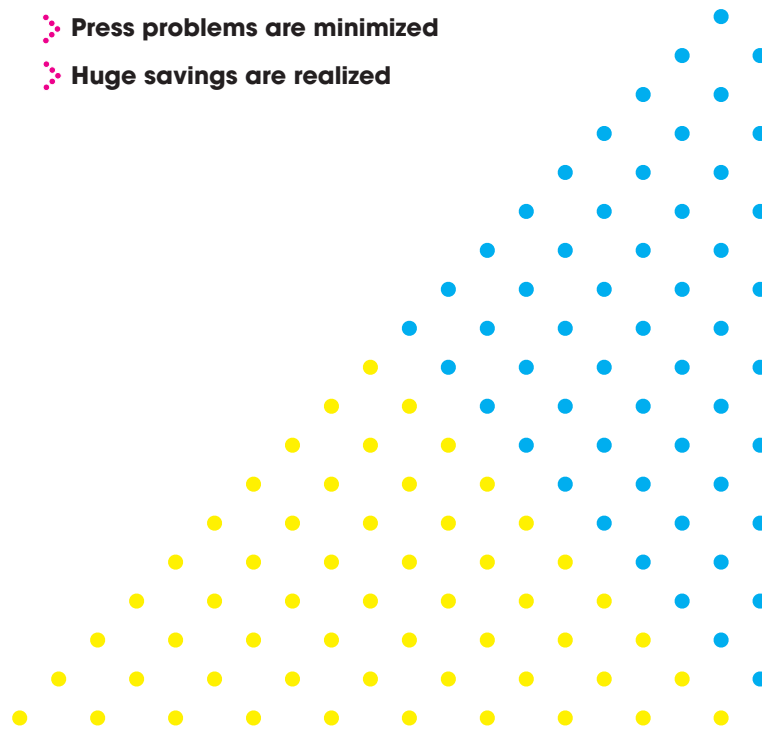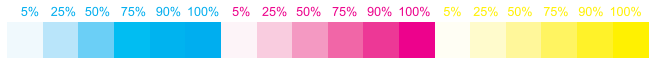
PHASE 1: PRESS EVALUATION

Is your press mechanically and chemically stable enough to be consistently replicated every day? Color management alone can't control an unstable printing press. A process must be in place to manage and verify press condition, along with the following mechanics:

- **Blankets**
- **Pressure**
- **Rollers**
- **Fountain Solution**
- **Ink Keys**
- **Ink Fountain**

PHASE 2: PRE-PRESS / PLATES

Do you ever have to remake plates with an adjusted curve? This can be minimized by developing the proper dot gain curves after implementing the following required process:

- **Perform regular maintenance on CTP and processor**
- **Read dot-area weekly to verify settings**
- **Implement an ongoing GRACol/ISO verification process**
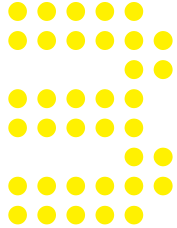
PHASE 3: COLOR PROOFING

Does your proof match your printed sheet? To ensure measurable and consistent success, you must establish proper profiles for your proofing device.

- **Make sure your proofs incorporate paper white simulation**
- **Use different profiles for different substrates**
- **Make sure every proof has an ISO verification target**
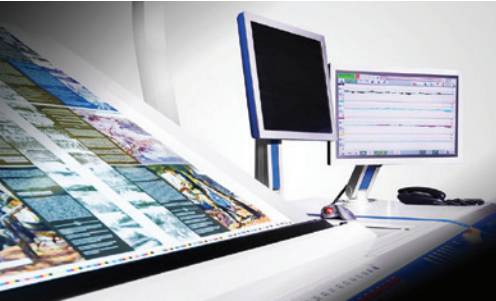
PHASE 4: COLOR CONTROL

Do you have an inline closed-loop color control device that scans every sheet? For the fourth and final step in the process, drive the press to target density. Get there as quickly as possible and maintain density throughout the run.

- **Test and update your ink key presetting curves on a regular basis**
- **Use only inks that meet GRACoL specifications**
- **Tweak your densities based on neutral grey**
- **Run every color to recommended LAB/Best Match density with the lowest Delta E possible**
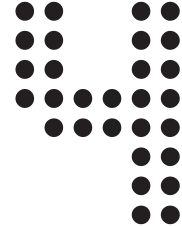
Once you've established the Color Rules process and your plates are dialed in, ensure that your proofs match ISO specifications. Verify that your press is working properly and LithoFlash is fully installed. You will then be able to:

- **Start the job, making one pull early to check registration, layout, and content.**

- **Restart at production speed, watch the screen, and tag the first sellable sheet once the color is within tolerance.**

- **Pull another sheet while running to ensure everything aligns visually. This is also a good time to run a spectral scan to verify neutral grey.**
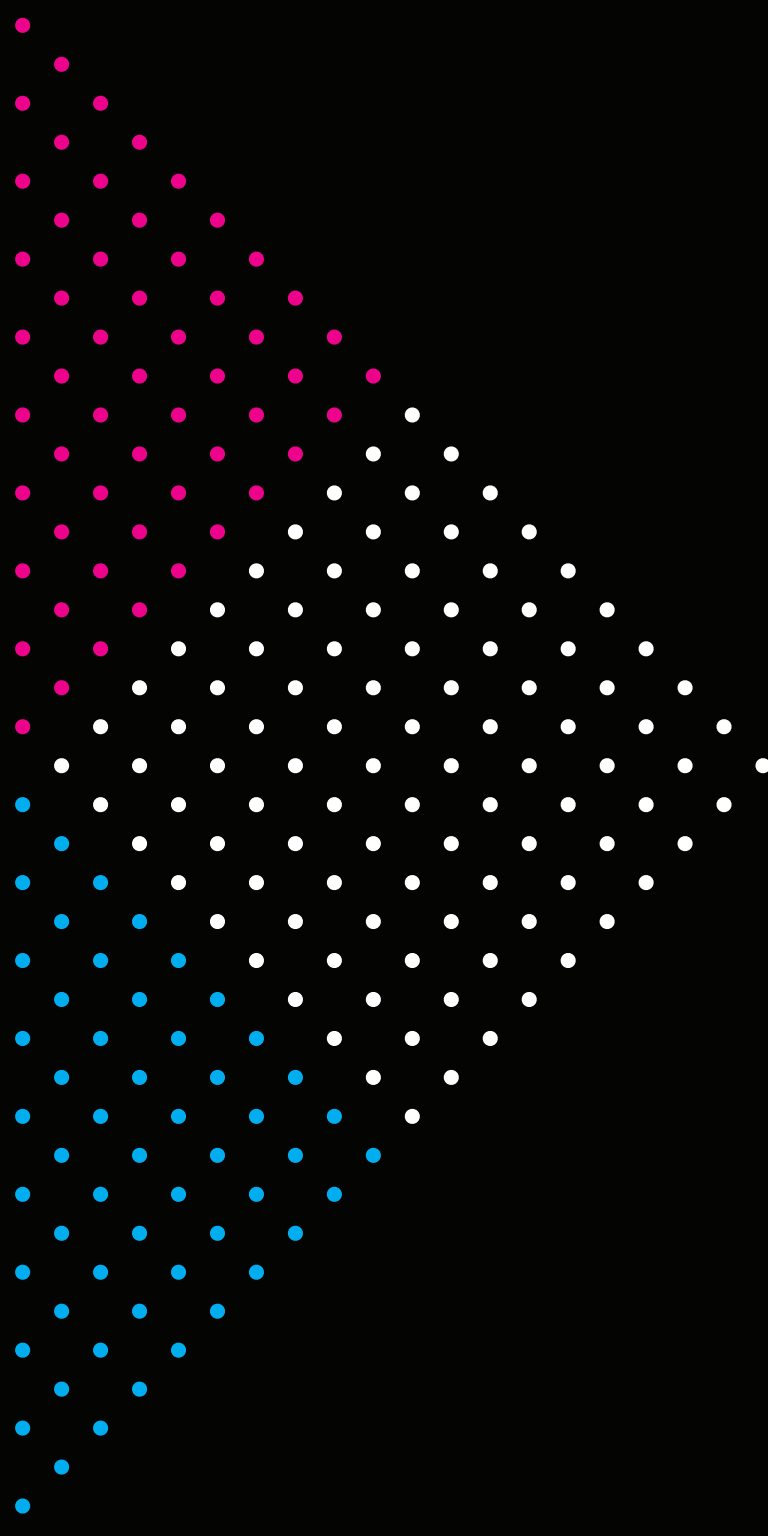
- **STOP Stopping The Press.**

Establish the right numbers.
Take your hands off the controls.
Then…

PAINT BY NUMBERS!

By installing LithoFlash and following the outlined Color Rules process, you will reduce waste, improve performance, and save time and money.

Contact LithecUSA today to learn more—and schedule a LithoFlash demo and ROI calculator.

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Packaging printers see makereadies
UNDER 200 SHEETS.

Commercial printers see makereadies
UNDER 100 SHEETS.

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