

ERA-Tagung | 25. Juni 2009

New version of Process Standard Rotogravure PSR V2

impakt-medien | verifiziert Qualität



Stefan Spengler |

Workflowberatung | High End Quality Print Production |
Internationale Druckstandorte | Qualitätssicherung | Reklamationsmanagement |



Medienherstellung | Innovative Flexo-Druckvorlagen |
Colormanagement | Innovative Separationstechnologien | PSO | PSR |
Messtechnik | RIP-Technik | Proofdrucker | Proofpapiere |

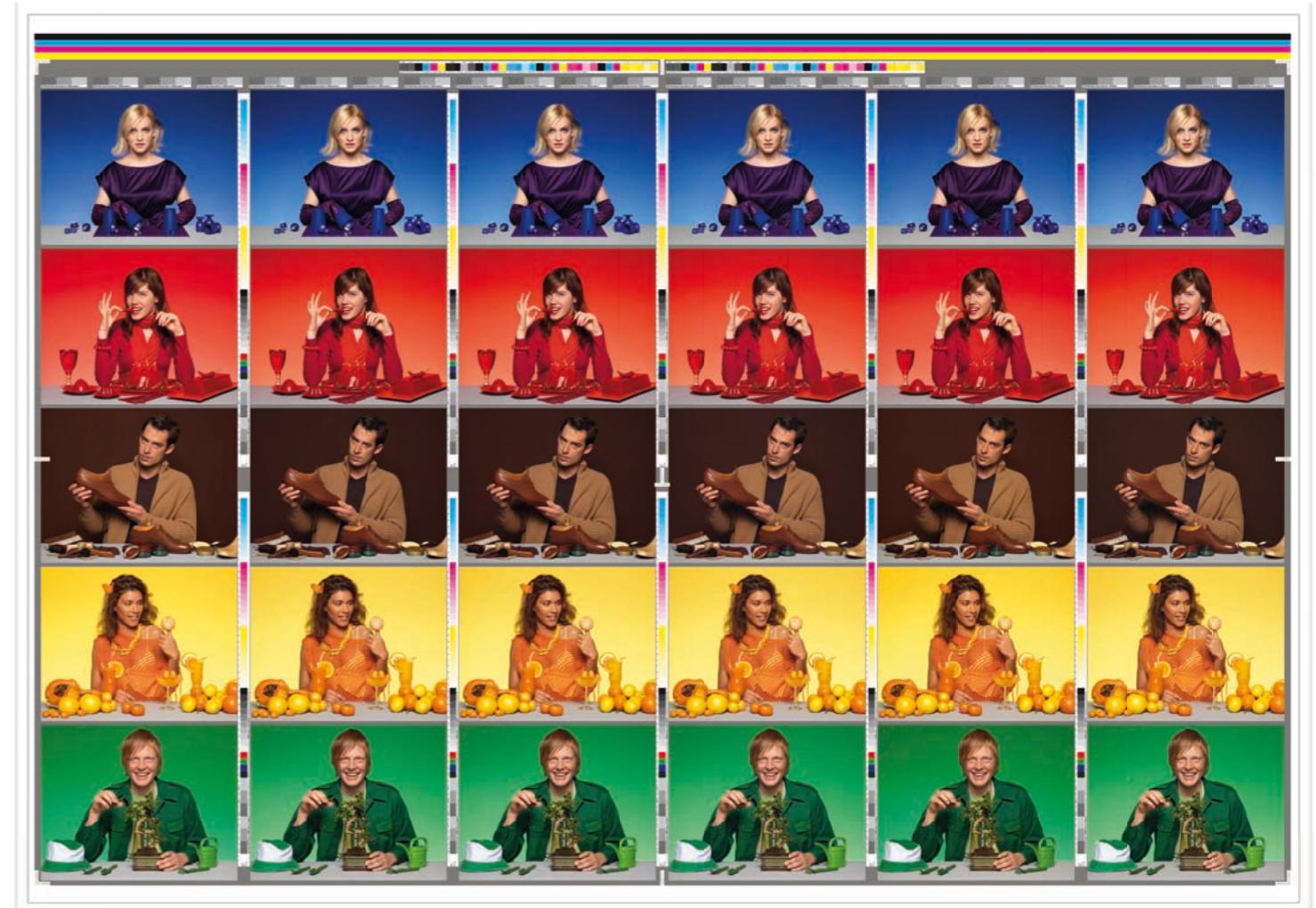
Separationstestform 1 I 2007

Separationstestform 2 I 2007

Forschung & Entwicklung des
neuen icc-Profil für die BMW AG,
ISOcoated_v2_GCR65_TAC300_bas.icc I 2008

Entwicklung BMW-Drucktestform 2.0v1 I 2007

Entwicklung BMW-Drucktestform 2.1v1 I 2008



ERA-meeting 25. April 2007 ... |



Distribution of Ads in 2006/2007 |

- ▶ expenses of roundabout 6 Mio. € per year for ads in „yellow press“-titles
- ▶ up to 350 ads annually
- ▶ modification of ad content according to changing issue title of „ApothekenUmschau“ every two weeks (that means 24 different issues)
- ▶ target publications up to 17 different titles
- ▶ color conversions from LstarRGB to PSR_ECI_SC and PSR_ECI_LWC as standard color spaces for rotogravure data

Results after printing |

- ▶ printing results do not match proofs
- ▶ in some cases recommended PSR Standards _SC and _LWC are not corresponding to real printing situation
- ▶ paper color is whiter than paper simulation by proof
- ▶ rough printing behavior is not simulated correctly by proofs
- ▶ huge amount of complaints

media	publisher	printer's comment	chargeback proposal
Bild der Frau	Axel Springer Verlag	deviation of color is within normal range of tolerances; rough printout is not too bad; reproductions of initial tones are shown correctly	no offer
Bunte	Hubert Burda	received data were in PSR_ECI_HWC-Standard not in PSR_ECI_LWC-Standard; rupture edges in skintones are not visible in digital proofs	1.000 €
die aktuelle	Gong Verlag	print-result is within universally common tolerances; no deviations can be recognized as relevant for complaints; paper quality is responsible for porosity of rough printout behaviour	no offer
Focus	Hubert Burda	received data were in PSR_ECI_HWC-Standard not in PSR_ECI_LWC-Standard; rupture edges in skintones are not visible in digital proofs	1.000 €
Frau im Spiegel	Gruner + Jahr	color deviations due to suboptimal inking while printing	1.000 €
Freizeit Revue	Hubert Burda	received data were in PSR_ECI_HWC-Standard not in PSR_ECI_LWC-Standard; rupture edges in skintones are not visible in digital proofs	1.000 €

media	publisher	printer's comment	chargeback proposal
Für Sie	Jahreszeitenverlag	new paper-quality with issue 7/06; cooperation/ communication between reproduction and printer was not at the optimum in this case	1.000 €
Gong plus	Gong Verlag	offset data were delivered with PSR-Proof, therefore comparison was not possible	no offer
Hörzu	Axel Springer Verlag	print-result is within universally common tolerances; no deviations can be recognized as relevant for complaints; paper quality is responsible for porosity of rough printout behaviour; printing initial tones is realised; nevertheless printing result is not at the optimum	500 €
Neue Post	Bauer Media	increasing dotgain and uncontrolled abridgment is remarkable; printout-behaviour is not to be criticized	1.000 €

Solutions |

- ▶ proofs should match printing results
- ▶ do not communicate only one singular PSR Standard, such as PSR_ECI_SC/LWC for rotogravure data delivery
- ▶ but use PSR_ECI_HWC where printing situation comes up with better and whiter paper
- ...and...
- ▶ do not hesitate to communicate

25. April 2007 we demand more exact descriptions of the printing process referring to |

- ▶ better printing conditions
- ▶ better white point of papers
- ▶ newer recipes of inks
- ▶ newer software technologies for generating profiles

26 months later ... |

... ERA-meeting 25. Juni 2009 |

media	product	media data	proofs	visual printing reality
Bild der Frau	cover	85g LWC	PSRgravure HWC	PSRgravure HWC (LWC+)
	content	SC Plus	PSRgravure SC	PSRgravure LWC
Bunte	cover	PSRgravure HWC		PSRgravure HWC
	content	PSRgravure LWC		PSRgravure LWC
die aktuelle	journal	PSRgravure SC or PSRgravure LWC ?	PSRgravure LWC	PSRgravure SC
Focus	cover	PSRgravure HWC		PSRgravure HWC (LWC+)
	content	PSRgravure LWC		PSRgravure HWC (LWC+)
Frau im Spiegel	cover	PSRgravure HWC		PSRgravure HWC (LWC+)
	content	PSRgravure LWC	PSRgravure SC	PSRgravure SC
Freizeit Revue	cover	ISOcoated_v2_ECI TAC300		ISOcoated_v2_ECI TAC300
	content	PSRgravure SC		
Für Sie	cover	ISOcoated_v2_ECI TAC300		ISOcoated_v2_ECI TAC300
	content	PSRgravure LWC		PSRgravure LWC
Gong plus	cover	ISOcoated_v2_ECI TAC300		ISOcoated_v2_ECI TAC300
	content	PSRgravure SC or PSRgravure LWC ?	PSRgravure LWC	PSRgravure SC

► notabene: table above could not be completed in time due to lack of sufficient preparation time

media	product	media data	proofs	visual printing reality
Hörzu	cover	PSRgravure LWC	?	PSRgravure LWC
	content	PSRgravure SC	PSRgravure SC	PSRgravure LWC
Neue Post	journal	PSRgravure SC	PSRgravure SC	PSRgravure SC
Brigitte	cover	ISOcoated_v2_ECI TAC300	ISOcoated_v2_ECI TAC300	ISOcoated_v2_ECI TAC300
	content	PSRgravure LWC	PSRgravure LWC	PSRgravure HWC (LWC+)
Spiegel	cover	PSRgravure LWC	PSRgravure HWC (LWC+)	PSRgravure HWC (LWC+)
	content	PSRgravure LWC	PSRgravure LWC	PSRgravure HWC (LWC+)
GEO	cover	ISOcoated_v2_ECI TAC300	?	ISOcoated_v2_ECI TAC300
	content	PSRgravure LWC	?	PSRgravure HWC (LWC+)

► notabene: table above could not be completed in time due to lack of sufficient preparation time

Conclusion |

delivery of Ads or data today |

- ▶ catalogue printing
- ▶ magazine printing

magazine printing |

- ▶ huge amount of different standards delivered
- ▶ partially ignoring specifications
- ▶ due to easier communication with customers
 - printers communicate only PSRgravureLWC as single standard for ad delivery
- ▶ extra steps in prepress departments for adoptions, corrections and proofing

result | optimum results **cannot** be achieved

catalogue printing |

- ▶ almost correct data delivery due to recommended specification
- ▶ narrow tolerances in delivered proofs

results | optimum results can be achieved

Conclusion |

- ▶ **with new PSR_v2 standard historic chance to improve data and proof delivery from agencies and customers**
- ▶ **optimum results in printing due to new specifications, especially new definitions for deviations**

Recommendation |

- ▶ communicate exact specification for each printing condition
- ▶ LWC Plus Papiere im PSR-LWC-Plus V2
- LWC Standard Papier im PSR_LWC....
- SC-Papier im PSR.....

**Vielen Dank für Ihre
Aufmerksamkeit!**



impakt-medien | Workflowberatung und Medienherstellung

impakt-medien | Workflowberatung

Stefan Spengler
Staatl. gepr. Drucktechniker
MTZ – Münchner Technologiezentrum
Agnes-Pockels-Bogen 1
80992 München

mobil +49 89 5166 7962
telefon +49 89 5166 7962
fax/ab +49 721 151 254766

stefan.spengler@impakt-medien.de
www.impakt-medien.de

impakt-medien | Medienherstellung

Niederried 20
82069 Hohenschäftlarn

telefon +49 8178 541477
fax +49 8178 541479