

CONTROL YOUR PRINT PERFORMANCE

SERICOL
More than ink...Solutions.™
FUJIFILM

in control of your Output...

with Fujifilm Sericol U.S.A., Inc.

The matching of screen, offset, or inkjet prints to a proof has always presented a challenge to printers. The photographic proofing systems used in the past (Chromalin) offered a useful visual target, but made an outright match almost impossible. Recently, inkjet proofing has become more common. An inkjet device can produce a proof that more closely fits the color gamut achievable by screen, offset and digital printing.

As a Printer - Have you asked yourself if there will ever be a truly unified solution in managing diverse technologies and workflows?

As a commercial printer, you need to cater to your customer requirements, but at the same time, particularly in today's business economic climate, you can't afford to make costly mistakes that impact turn-around times or the quality of output. You've made necessary capital investments in hardware and software and know there are jobs to be run on diverse output technologies like inkjet proofing, screen printing and digital wide format printing.

Is there a way to simply manage the environment so you can maximize on all of these assets?


Yes, with the power of Fujifilm, you can experience true control of the entire print production environment. Achieve a workflow with Screen and Digital Printing that can ensure every color file you print, regardless of device, is a visual match. And, not only does it match today, but you and your customers can be assured that the file will match the same quality next month or how about next year on a completely different device. What this means is, increased profitability on each job, major reductions in make ready spoilage/waste, and most importantly, increased customer satisfaction and confidence to bring their work back to you.

What process controls should I use in my print shop to establish repeatable and predictable color?


Print buyers believe consistent color can be achieved by printing to a standard thus removing some of the subjectivity about acceptable visual appearance. G7 has achieved recognition among key print buyers as a methodology to follow.** G7, GRACoL and FOGRA each relate to the common proofing standard ISO 12647 (the international standard for "Graphic technology - Process control for the production of half-tone color separations, proof and production prints.")

Fujifilm can help you get **in control**
of your Output...


Screen Print Proof

Hardware	Epson 9900
Software	Colorgate Screen Print Proof Module
	The print is a halftone based proof made from the actual separated files used to make the film that generated the screens. This proof simulates the dot structure, halftone screening, and color target for a multicolor inline screen press.


Multicolor Inline Screen Print

Hardware	Svecia Screen Press
Software	Colorgate Screen Print Proof Module
	The print is a color managed finished product that matches the proof generated from the Epson 9900. Closed loop iterative color controls ensure that the finished piece matches the proof within user definable tolerances. This process can also be used to guarantee that a job printed 6 weeks or 6 months in the future will match the color printed today, when using the same press, profile, ink and substrate used to previously produce the job. This job was printed at FUJIFILM Sericol UK using a 380/34 mesh, Displaymaster XX ink (similar to Fujifilm Sericol U.S.A. PolyDyne), 53 line per inch, Computer to Screen (CST exposure unit) image angles were C- 22.5°, M-82.5°, Y-7.5°, K-52.5°.

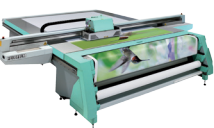
Digital Simulation of Screen Print

Hardware	Fujifilm Acuity Advance
Software	Colorgate Screen Print Proof Module
	The print is a halftone based proof made from the actual separated files used to make the film that generated the screens. This proof simulates the dot structure, halftone screening, and color target for a multi color inline screen press. The benefit to a screen + digital printer is that if there is a need to print a short run of prints for a prototype or some additional prints after you have completed a long screen press run – you can achieve the same visual appearance with a Digital Print.

Digital Proof

Hardware	Epson 9900
Software	Colorgate Proofing Module
	The print is a digital proof from an Epson proofer that simulates the output of a digital wide format press using a device link profile. This proof takes the proofing burden from the production printer and places it on a more cost effective proofing device like the Epson 9900. You also simulate the white point of the substrate as part of the proofing process. This is a more efficient use of resources.

Digital Wide Format Print

Hardware	Fujifilm Acuity Advance
Software	Colorgate Production Server
	The finished print is based on colorimetric data to match the proof generated from the Epson 9900. Closed loop iterative color controls ensure that the finished piece matches the proof within user definable tolerances. This can also be used to guarantee that a job printed 6 weeks or 6 months in the future will match the color printed today, when using the same press, profile, ink and substrate used to previously produce the job.

You can achieve repeatable and predictable color accuracy and output from day to day, month to month, device to device. You can be IN CONTROL of those valuable customer brand assets. Technology and Professional Consulting Services from Fujifilm can help you improve quality, increase productivity, reduce waste and improve your profits.

** G7 is an IDEAlliance specification that outlines methods to calibrate proofing systems and presses based on principles of digital imaging, spectrophotometry, and computer-to-plate (CtP) technologies. The goal of G7 is to simplify calibration and help printers reliably achieve a close “visual match” from proof to press and from press to press. G7 is intended to be in compliance with ISO 12647, a global standard, and has incorporated aim values from ISO 12647 into their process. FOGRA is a similar standards organization used in Europe. G7 is unique, however, it focuses on colorimetric data for gray balance in the mid-tones, image contrast and image weight in a precise and 100% colorimetric manner rather than relying totally on densitometric aims, i.e. dot gain, for each color which alone does not define vital visual metrics of an image. With G7, widely different printing processes can share not only common gray balance, but also common tonal contrast and image weight, regardless of paper type, ink quantity, screening type or imaging technology. This “shared appearance” concept offers a significant new default compatibility benefit when exchanging files between different imaging systems. G7 is a method to establish consistent printing process controls providing a common target that graphic designers, prepress, print production and the print buyer can agree to understand and work together to achieve.