

# Printing across borders

The London meeting and beyond

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# Why [pab]?

- »One« world of printing? Not quite yet.
- Wild mix of international, national and house standards/specs, guidelines, data sets...
- Printing is becoming even more global – and can't be bothered with regional peculiarities anymore
- Regional standards/specs do not add value, instead they begin to decrease the value of printing as such

# What is [pab]

- “Printing across borders” [pab] intentionally has been established as an informal initiative not ‘owned’ by any specific organisation or group
- started by Olaf Drümmer  
(someone had to get it going)
- open to any printer, print buyer or industry expert interested in taking international printing standards to the next step

# How does [pab] work

Enable open communication across regions  
by means of

- meetings (London, Chicago, ...)
- mailing list (see [www.backandforth.org](http://www.backandforth.org))
- web site [www.backandforth.org](http://www.backandforth.org)

Important: Please announce any [pab] related  
meeting or activity through the mailing list.

# [pab] rules

- any open communication relevant to [pab] from anybody is welcome
- share important information by means of mailing list and web site
- coordinate work going on in the various regions
- ultimate goal: feed any results into ISO TC 130 WG3 in order to improve and extend existing international standards

# London meeting:

## We have a common goal

- London [pab] meeting clearly showed that printers wish to get beyond the current state of affairs, and
- wish to see an international printing standard agreed upon and implemented across regions rather sooner than later
- In order to achieve a universally accepted standard it is mandatory that any politics be kept in the background

# Stay tuned!

- check out the [pab] website  
[www.backandforth.org](http://www.backandforth.org)
- subscribe to the mailing list  
(for instructions see the [pab] web site)

# Printing in Europe

- ISO 12647 implemented by numerous European printers with good success (in several cases printers had to be pushed by print buyers, like BMW)
- Altona Test Suite helped establish a common understanding
- freely available reference data (FOGRA27 ff. for offset; Ifra26/30 for newspaper, PSR for gravure) and profiles recommended by ECI have led to very good consistency between submitted files, proofs and print runs
- gray balance addressed by gray balance control strips



# Printing in Europe

- except for minor issues most printers are quite happy; in some areas (web offset) reference data for additional paper types is needed
- biggest issue is lack of implementation outside of Europe (despite everything being based on international ISO standards)
- the next big problems to be addressed are measurement issues, brighteners/UV issues, categorization of paper/substrates, tighter tolerances for inks (ISO 2846) and standards for spot color printing,