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Printing Standards in Europe

[pab] meeting at January the 18th
København, DK
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ISO 12647-2 International?

- International organization of standardization
 - ment to be used worldwide -
acknowledged by a consortium of
international representatives from all over
the world
- different adoptions worldwide

ISO 12647-2 in Germany and Austria

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- vbdm published the "Process Standard Offsetdruck" in 2001
 - detailed Information about definitions in the ISO with an additional step by step guideline of the process for plate making and printing
- last Addendum from 2003
- unfortunately only available in german

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- ISO certification for printers done by local printing organizations together with FOGRA
 - data handling (ICC Profiles)
 - proofing
 - printing
- more than 80 printers certified till now
 - the number is gaining every day

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- Majority is still working according to "house" standards or no standard at all
 - don't see the advantage
 - always did it that way
 - don't see the need
- Future will show that working after a standard is necessary to stay competitive

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- forces to work after ISO is also coming from customers (ad agencies, print buyers) and repro houses
- major proofing solutions have the ISO standards as printing reference included
- available ISO profiles got very well adopted

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- prepress companies that implemented ISO were all successful
 - (soft)proofs that predict the print
 - standard profiles for standard printing conditions
 - less profiles to deal with
 - easy to generate separations for the intended printing condition

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- printing companies that implemented ISO were all successful
 - print after achievable proofs
 - less waste and shorter setup
 - satisfied customers
 - effective internal quality control
 - usage of the "GrayCon" Strip to measure solid inks, TVI and Gray balance

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- implementation at the printers side is easy
 - calibrate the printing process
 - identify and solve mechanical problems
 - adopt the CTP curves to meet the aim values
 - one set of curves for one printing condition per machine is often enough

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- control the printing process
 - use existing control strips - e.g.*GrayCon*
 - use the existing measure devices
 - also invest in an automatic process control device when buying new printing machines
 - invest in knowledge of your staff to understand the process

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Is printing an industry?

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- If we want the printing process to become industrialized, we have to act as such a company
 - work after agreed standards
 - use best practice methodologies
 - control the quality

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Thank you for coming

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