

# Current Status of Printing Standards in Spain

color  image consulting

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# Most printing houses today

- ❑ Problems due to a lack of standardized proofs
  - ❑ Service bureau in-house standards
- ❑ Most proofs have not been certified or checked for validity
- ❑ CTP and other equipment have not been optimized
- ❑ No knowledge of current standards
- ❑ However, 12647-2:2004 has received a very positive response from printers



# What Does the Future Hold?

- ❑ The current trend shows increased adherence to standardized printing
- ❑ Colorimetric process control
- ❑ Phasing out of legacy analog proofing references
- ❑ The world continues to get smaller – China is much closer than it used to be



# Pros and Cons of Current Printing Standards

## ☐ Pros:

- ☐ Provides a common language for print buyers, service bureaus, and printers
- ☐ Sets the baseline for quality, reproducibility and repeatability

## ☐ Cons:

- ☐ Does not address all needs
- ☐ Is not well-known in many areas
- ☐ Does not reach across borders yet - the wheel continues to be reinvented



# What issues could be addressed in the future?

- ❑ Paper values - most papers in use are whiter
- ❑ Stochastic screening
- ❑ Tighter proof/print tolerances
- ❑ More communication to software and hardware manufacturers
- ❑ Clear certification process for printers who reach the requirements



Thank you

