

Printing across borders · Stuttgart · September 20, 2005

Printing across borders

The London meeting and beyond

Olaf Drümmer · olaf@druemmer.com

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 organization 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, Stuttgart, ...)
- mailing list (see www.printingacrossborders.org)
- web site www.printingacrossborders.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 May 05: 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

Get involved!

- check out the [pab] website

www.printingacrossborders.org

- subscribe to the mailing list
(for instructions see the [pab] web site)
- get involved in the ongoing discussions, test runs, evaluations of profiles; ask questions!
- voice your needs – share your point of view

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)
- freely available Altona Test Suite (developed by European Color Initiative ECI) 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 (freely available end of September 2005 on www.eci.org)

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 actual 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

USA: GRACoL7

Process control aims do not determine appearance well enough, thus:

- mandate neutral gray at fixed CMY overprint (50/40/40)
- shape neutral print density curve (PDC; essentially L^* curve of CMY overprints) in same way for all printing processes
- aim values for SID, but adjust as needed
- TVI, solids, non-gray colors: fall into place

GRACoL 7 versus FOGRA27

- shaping of PDC has been fine tuned such that it gets close to existing printing standards
- inks, paper types based on applicable ISO standards
- resulting measurement data very similar (e.g. typical differences of up to 3% tone values)

Question:

How do we want
to print tomorrow?