

# Picture perfect

Proof printing on transparent or metallic films using white ink was not possible until Epson recently launched the Stylus Pro WT7900 printer for packaging proofing. Athena Graphics is one of the first companies in Europe to use the new printer with GMG ColorProof o5 software.

**F**ounded in 1991, Athena Graphics' core business is the preparation of packaging print data for all printing processes and the production of conventional and digital printing plates at three production sites in Belgium, France and The Netherlands. For several years now, the company has relied on Epson proofers in combination with GMG colour management software for digital colour-accurate proofing.

When Epson launched the Stylus Pro WT7900 printer for packaging proofing, Athena Graphics immediately decided to use Epson's new proofing technology together with GMG proofing software ColorProof o5 for colour-accurate digital contone proofing on transparent films.

"This printing system is the best and most economic solution for contract packaging proofs", says Kenneth Hostyn, proofing manager at Athena

The Epson Stylus Pro WT7900 printer uses the 9-colour Epson UltraChrome HDR (High Dynamic Range) ink set including cyan, magenta, yellow, black, light cyan, light magenta, orange, green and water-based white ink to achieve a wide colour gamut as base for accurate spot colour proofing. All the important printer requirements concerning the simulation of white can be fulfilled, it is claimed. The new water-based white ink is said to enable the Stylus Pro WT7900 printer to deliver high density white tints and accurate overlays needed for packaging proof applications.

GMG ColorProof o5 supports the new Epson printer, which has as a new feature an extensive handling of white ink channels. These can be changed in gradation and opacity, and the white ink can be tinted to simulate any kind of different white ink used in the production. These features allow the creation of packaging proofs using transparent materials such as PE/PET films

and for simulation of prints on metallic substrates. This includes even advanced proofing such as simulation of watermarks in the white area.

## Faster and more cost-effective

Before Athena Graphics implemented the new system, the technical procedure was quite different. There were several time and cost consuming steps to produce a packaging proof that simulated white colour. First, a digital inkjet proof was created on transparent proofing film using GMG ColorProof. Areas which require white would have been created afterwards by using the DuPont Cromalin analogue proofing system. This approach required manual steps, took a lot of time and was therefore very cost-intensive. It took at least one hour to get the final result. With the new system it takes about 15 minutes to produce fully automatic and digital contract proofs.

GMG ColorProof o5 exploits the entire colour space of the printer and simulates spot colours like Pantone GOE colours within the tightest of tolerances. The GMG printer driver is said to achieve optimum print quality and guarantee a perfect colour match. "GMG software gives us the ability to choose between reverse (print white last) or surface (print white first) printing, to adjust opacities and to print white as separate channel," explains Mr Hostyn. "As 'time-to-market' becomes more and more important, we are very happy with this new solution."

## Remote proofing connects the world within minutes

Athena Graphics has developed several web-based online tools for managing the company's projects. These include the implementation of automated workflows to facilitate communication with clients and remote proofing at all its production sites and



Ignace Cosaert, CEO of Athena Graphics (right) and Bart Calis, technical director (left): "For Athena Graphics, brand new technology is a must when it helps us to keep the company's business growing".



Kenneth Hostyn, proofing manager of Athena Graphics. The printing system featuring GMG ColorProof o5 and Epson Stylus Pro WT7900 gives a 75% time saving.

at clients' sites all over the world. An online database system and upload centre give customers the ability to upload their artwork files and to implement different automated steps such as proofing, remote proofing, production of printing forms or films. They can even order high quality proofs via the internet.

"This is just perfect," says Bart Calis, technical director at Athena Graphics. "We are convinced that the GMG/Epson system will help us to generate new business opportunities in the future. Also, we are just about to implement GMG FlexoProof XG in combination with the new printer in order to offer halftone proofs." ■

## Contacts

- [www.athena-graphics.eu](http://www.athena-graphics.eu)
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