

trueColors

the magazine of GMG UK. nov 2008

inside:

Ikea's worldwide publication

the Juergenator

the latest GMG news

trueColors interview



25% less ink doesn't have to mean 25% less colour.

- ▶ save up to 25% ink
- ▶ increase in quality
- ▶ less waste
- ▶ faster make ready
- ▶ more stable print runs
- ▶ standardised production across presses
- ▶ isn't this the time to invest in GMG InkOptimizer?

GMG gives RGB its full support with ColorMaster in a Box.

With RGB data storage and workflows becoming increasingly more popular in the graphic arts industry, ColorMaster in a Box is an attractive proposition for companies that want to keep their data in the RGB color space for as long as possible. These may include advertising agencies, repro shops, prepress businesses and print buyers who create data from a wide variety of media and printing processes, or who process printing data for production in different countries and have to give consideration to different standards.

Based on GMG's hugely successful ColorServer, ColorMaster in a Box is process-neutral and therefore an extremely flexible form of data storage. GMG supplies pre-defined settings and optimised profiles, making it very easy for the user to set up an automated workflow. It also has a high degree of automation which sees time savings of up to 50% in the prepress sector.

Do you have the latest ColorProof version?

Version 4.5 of GMG ColorProof is now available. Improved features include the Adobe PDF Print Engine. PDF's are now processed in their native format rather than having to convert back to postscript during the ripping stage. Issues experienced when using the latest CS3 products and other features from Adobe are thus eliminated. GMG ColorProof 4.5 is also ready to support the new self-calibrating/wide gamut printers being released from both Epson and HP this year. These new printers lend themselves perfectly to remote proofing since there is no longer a need for the remote sites to be manually calibrated. The packaging market too, will embrace the wide gamut on offer, ensuring spot colours are easier to achieve.

www.gmgcolor.com

The updated GMG web site is here! - featuring a new, even more user-friendly design and a number of new functions. In addition to the detailed product information sheets visitors can use web demos, online and with their own data, to get a personal impression of the quality of the GMG products.



GMG launches new InkOptimizer package & pricing.

Printers are facing increasing pressures on costs, deadlines and environmental issues. Any tools that that save costs through automating workflow, and stabilising and improving print quality, are important solutions for print providers. GMG InkOptimizer is meeting and exceeding these requirements; with typical ink savings of up to 25% when using GMG InkOptimizer Sheetfed enabling the medium to large size sheet-fed offset printing businesses to remain competitive - all with no compromise to the colour. Price? A printer spending £80,000 could see a return on investment in just 8 months.

Improved quality. Significant cost savings. At £8995 is there a more vital colour management tool on the market?

Call GMG UK on 01603 821010 to stay competitive.



Some say he lives in the future and travels back in time to eat our Bratwurst. He is the

JUERGENATOR

**Half man, half technical genius:
I will help you take full advantage
of your latest GMG software. This
month I look at your MX4, proofs
to ISO/FOGRA standards and
where to get the best sauerkraut.**

– shake your ink cartridges before inserting them as the pigments can settle during weeks in the shelf and cause up to 5 DeltaE drift. If your ink cartridges are in the printer for > 4 weeks remove them, shake them up and re-insert them (on Epson printers only). As up to 1/4 of an ink cartridge is in the pipes, it can take some time and many prints for the fresh/shaken up ink to reach the paper.

If you follow these tips and calibrate frequently you should encounter no problems, but to be sure: use GMG ProofControl to check print standard compliance of your proof so you can spot any problems before you pass the proof to a customer for sign-off.

Use your GMG MX4 for colour retouching in PhotoShop and preview in Quark and InDesign.

You spent some time and effort to have an MX4 custom made and it checked out fine with GMG_CMYK_smoothCheck_V1.tif and now you're wondering if you can't use the same data to preview your jobs in any page layout application or even use it for retouching in PhotoShop? With ProfileEditor from version 4.5.x onward you can simply in the IMPORT/EXPORT menu select Export CMYK Output Intent ICC. You can use the resulting small ICC profile as a perfect soft-proofing profile in any of the mentioned applications. You can even embed it into a ColorServer MX4 or in PDF/X files as output intent.

In ze future...

Based on what we see presently it's fair to say that print standardisation will progress. Process control will play an increasingly important part and print shops not willing to adopt process control will get pushed out into niche markets like stationary and take-out menus. Press setup tools like GMG PrintControl Pro and auto-scanning densitometers on press using CIP3 data will become more important than they are already to maintain optimal print conditions and reduce make-ready and waste (environmental impact).

Juergen Roesch runs the technical services for GMG UK.

email the Juergenator

jr@gmgcolor.com

**Dear Juergenator,
Is it possible to get FOGRA certified proofing papers?
Bob, Chelmsford.**

Dear Bob,
FOGRA offers multiple types of certification. One is for papers and involves white point, reflectance, sheen etc. Another is for colour conformance to a particular proof standard. The first is for the paper alone and does not involve anything printed on it – it's the same test for press and proof papers. The second evaluates the colour match of what's printed on it. There's a unique certification number assigned by FOGRA to each certificate and you can check with the supplier of a "FOGRA certified ..." what it actually involved. If it's for the paper only, then there is no guarantee that proofs made on that paper will achieve for example a 39L match. While if you have approval of a colour match then this is limited to one combination of printer, paper, ink and colour settings (e.g. MX3+MX4). Changing one component will invalidate the certificate and you'd have to send your proofs to FOGRA to get a certificate issued for your proof setup. That costs and takes time and you might not even pass. GMG ships pre-certified profiles which when used in the correct settings will automatically allow you to use the certificate number.

**Dear Juergenator,
I am just moving from Germany to UK and
am pulling all my hairs out trying to find good
sauerkraut. Can please you help me?
Heinrich, Glasgow.**

I know, I know, it's very frustrating. But The Juergenator has the answer! After much research and taste tasting I have discovered that 99% authentic sauerkraut can be found at the numerous Polish stores popping up like daises around the British Isles. The recent boom in immigration from Poland will, I believe, save us all from the disgusting English boiled cabbage and gravy. I am actually working on my own recipe that I hope to reveal in next months issue. Viva sauerkraut, viva!

Is your MX4 any good?

If you build a custom MX4, the accurate profiling tools in GMG ProfileEditor allow you to create a perfect replica of your original print.

So perfect in many cases, that any imperfection is faithfully reproduced as well, such as density deviations across the width of the press sheet, small scratches or colour shifts because of registration issues. Simply proof (or process through GMG ColorServer) the file GMG_CMYK_smoothCheck_V1.tif (downloadable in the ColorServer area on www.gmgcolor.com) through your new ColorProof/ColorServer MX4 and look if all blends remain smooth. Averaging multiple readings from multiple press sheets or press runs and careful use of the smoothen target values menu function help here. INFO: There's also a RGB version of the file for testing PhotoProof/ColorServer Separation profiles.

How to get your proofs to ISO/FOGRA standard.

The colour managers at GMG in Germany spend a lot of time and effort to get the system to pass any existing international print standard, so profiles can be automatically installed to allow you to get that standard out of the box.

All you need is:

- the printer type for which this profile is created
- the GMG paper for which the profile is created
- a spectrophotometer to keep your printer calibrated
- a hotfolder with that GMG MX3/MX4 combination
- GMG ProofControl

Many standards also require a particular job ticket setting. The defaults in ColorProof fulfil those requirements quite well. Just add the control strip for that standard (e.g. Mediawedge for FOGRA standards). Most proof standards require you to measure the control strip and affix a control label to it, which has to be signed by the person checking.

If you fulfil the 5 requirements and get a PASS using a FOGRA profile then your proof is automatically FOGRA certified. You can check the certification number posted on our website next to the MX4.

INFO: version 4.5.3 of ColorProof and 1.04 of ProofControl support the latest version 3 of the FOGRA Media-Wedge with the current standards.

"How accurate is my proofer?"

...or more often the question is phrased "how often does it need calibrating?"

Actually, today's proof level inkjet systems are remarkably stable and user's demands can be quite different. So a simple "every week" might be too long for some and too often for others. A print shop doing 4c work on a 2c press will not be hampered by a proof system moving 2-3 DeltaE over the course of a year. While a high volume gravure plant needs a rock solid proofer as there is no margin for error or correction on press. Still, while the calibration process is supposed to make slight adjustments to the calibration file in order to keep the printer in perfect balance, there are other possible issues which can throw the colours far out – and sometimes it's difficult to spot as the dot pattern of modern printers can hide problems to a high degree. So here a few tips to avoid common sources of problems:

– most inkjets work best in the same climatical conditions as humans. So avoid exposing them to a direct hit of cold air from an A/C unit - something very common in rooms where Digital Cromalins were used. Turn off the A/C unit or direct it away from the inkjet to avoid the air draft drying out the nozzles (requiring very frequent ink head cleaning)

– set GMG ColorProof to automatically "check and clean" for any Epson since the 4000 (not on the 11880 as this permanently checks itself). It will immediately identify a problem and correct itself even unattended. Ink-consuming cleaning is only performed if the check is negative

It's one of the biggest catalogues on earth.



And it's got GMG colour management at its heart.

Produced and shipped in the space of just two months (June and July) from up to 25 printing locations around the globe, and with a circulation of almost 200 million in 2009, the main Ikea catalogue is surely one of the most impressive publications ever conceived.

Inter Ikea Systems, the worldwide franchisor of the Ikea concept, has automated most of its printing standards through color management in the main Ikea catalogue. A central image archive approves the RGB images and creates a master proof. Michael Farkas, the Technical Manager at Inter Ikea Systems is responsible for color management and process development. He calls Ikea an 'image factory' as it deals with thousands of photos every year that have to be prepared, preferably automatically, for the Internet and printing by

a wide variety of methods and, in some cases, regionally different standards. However, as Farkas points out, the term 'image factory' should not be misconstrued as suggesting there is no manual correction of images. Every image has to be approved on a master proof by an Ikea Art Director before it can be uploaded into the central Ikea image archive. For subsequent printing of the catalogue in different regions the Art Director once again approves a further proof that accurately simulates the respective print variables in that country.

The Art Director can make further manual corrections if necessary. In his discussions with production partners and the solution providers from the graphic arts industry, Farkas coined the phrase 'Ikea Color Family'. A series of representative Ikea test images were matched harmoniously, both on the master proof and on proofs for a wide variety of paper grades and printing processes, without a trained eye calling for additional, manual corrections. The 'Ikea Color Family' was created in two steps. First, the binding proofing standards were defined in cooperation with the printing partners. The target in this respect was for the proofs at the repro businesses working for Inter Ikea Systems to match the in-house proofing solutions of the printers as perfectly as possible. Where available, Inter Ikea Systems goes for industry standards for web offset and gravure printing. In exceptional cases, however, proofing is even adapted to the in-house standards of the printers (for example Japan and Australia).



Following an evaluation phase, during which various solutions were compared with the ICC profiles previously used, and after discussions with its repro partners, Inter Ikea Systems decided on the GMG ColorServer solution. In cooperation with GMG, optimally characterised conversion profiles were created using GMG ColorServer technology. According to Farkas, the combination of RGB color correction, approval on the master proof and use of GMG ColorServer has greatly reduced the effort involved in repro work. This particularly means elimination of the extensive manual colour corrections that were necessary in the past to ensure that the Ikea products have the most consistent possible appearance on different papers and when printed by different processes. Which in turn means, one of the worlds most dynamic retail brands continues its incredible success. Both in store and on paper.

kestrel

Kestrel is a highly successful packaging project management, artwork and origination company working for Blue chip clients including Tesco, Britvic, Unilever, Cadbury and M&S.

Due to our success in the area of colour management we now require an additional experienced colour professional to join our existing team.

Colour Management Technician

The successful candidate will become part of a team responsible for Technical Colour Management and innovation for internal contract proofing through to screen profiling and "virtual" colour delivery. He/she will have experience in all or some of the following principals.

- An in depth understanding of colour and it's reproduction.
- A sound understanding of latest GMG software and experience of ink jet technology and producing device link profiles.
- Familiar with the major print processes and their specific characteristics.
- Background in Camera or Scanning technology could be an advantage but is not essential.
- Some understanding of Digital Cromalin AQ4 and Cromamet software would be an advantage.

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win red!

This month we're giving away 20 free Red GMG T-shirts to 20 lucky trueColors readers! Does our generosity know no limits? Just answer this question: Who is MD of GMG? Clue: He's looking at you right now! Send your answer to: info@gmguk.co.uk

here's the red T-shirt on a red background



colourful language: caught red-handed

As usual, the history books can't agree on the origins of this phrase. Some insist it originated in the 15th century in Scotland where it was used to describe a murderer who was found with the victim's blood on his or her hands. But the Chinese have another story. These guys liked brushing the sap from poison ivy on their money. If the money was stolen the thief would break out in a rash...and yes, they'd be caught red handed. Clever chaps those Chinese.



TERRY TANG'S COLOUR FENG SHUI FOR THE OFFICE



Red will bring energy into your office environment, which is useful what with the soaring price of electricity these days. It also carries the element of Fire, which can be both destructive and creative and only goes to highlight the importance of getting your smoke alarms tested regularly. Being a Fire color, Red is excellent to use in the south of your office and can bring fame & reputation. Decorating with Red always signifies richness and luxury. Use too much, though, and it can bring restlessness, anger and over-stimulation. Can your office handle the intensity of Red?

make mine a...



Ruby Tuesday
2oz Campari
1oz vodka
splash of Cinzano Red
Vermouth

the trueColors interview



Robert Weihing, MD of GMG

May we call you Bob?

I prefer to be called Robert .

Describe your taste in clothes.

I am a casual-smart dresser. I enjoy clothes that have been designed and produced well. A little tip for the well dressed - buy a matching belt when purchasing a new pair of shoes - it makes all the difference.

What is your favourite colour?

I suppose red is a colour I like very much.

(he didn't know it was this months backpage colour!)

Because...?

I have a large red abstract painting in my office and I find it inspiring, fresh and energising.

(better read Terry Tang's column, Robert) Do you like red enough to know its CMYK value?

Of course I do - 0%c / 95%m / 100%y / 0%k

Who do you most admire and why?

I admire people who have the strength and courage to do something with their lives. People who make a real difference in some shape or form.

What's your favourite GMG product?

I like them all for various reasons. I guess ColorProof is the product that is closest to my heart, simply for the reason that it is our original product that my brother and I have created. It has shaped the company and it is the basis for the passion I have for colour.

Tell us something about you that will shock or astound the readers of trueColors.

I own a Segway. One of those 2 wheeled balance steering things that you just stand on and lean forward to move forward, lean back to reverse and so on. Great fun around town.

The fact you drive it around town is both shocking AND astounding! If you weren't riding around town on your Segway being MD of GMG, what would you be?

You know, I have often asked myself that...I guess I would have put my energy into one of my many business ideas. I love to create opportunities, I love to create brands and I enjoy working with great people.

Thank you, Bob.

That's Robert, actually.