

Color in Use:

PSO Certification for Large-Format Digital Printing



Project: Certification for the Process Standard Offset (PSO)

Company: Christinger + Partner AG

GMG solution: GMG ColorServer and GMG ColorProof



Lulzim Bytyqi and Oliver Schmitter on the HP Scitex FB 7600.
(Source: pack.consult)

The Christinger + Partner printing house has become PSO-certified. In this process, GMG ColorServer has played an important role. The color management solution ensures PSO compliance, color accuracy and permanent quality of large-format digital production.

Ever since 1965, Christinger + Partner have been producing large-format outdoor advertising, vehicle labelling and POS displays in Schlieren, Switzerland. Touch screen brand experiences are another part of the range of services carried out by the 50 experts in the Digital Services Division, a part of the Wipf Group since 2017.

Following its beginnings in screen printing, the company originally founded in Zürich found its way into digital printing and operated as beta tester for HP Scitex digital machines. Five of them are in use today - with color systems, designed for the printing substrates and purposes of communication via large-scale images.

The Challenge: PSO Certification

Before the planned PSO Certification, Christinger + Partner had to combat color inconsistencies on language variants produced partially in an HP machine and partially in offset. In order to meet the PSO standard, a solution was

required for assuring color consistency – both between digital and offset machines, as well as between the five digital systems themselves.

GMG and HP then developed a color management solution that, among other things, had to implement the dot gain specified in offset printing into digital printing. Following the integration of GMG ColorServer into the Christinger + Partner workflow system, the UGRA Certification was passed in a one-day audit with a reference foil substrate.

“Today, color consistency provides a considerable advantage in the workflow.”

Oliver Schmitter, Technical Project Manager
at Christinger + Partner AG

A variety of printing substrates

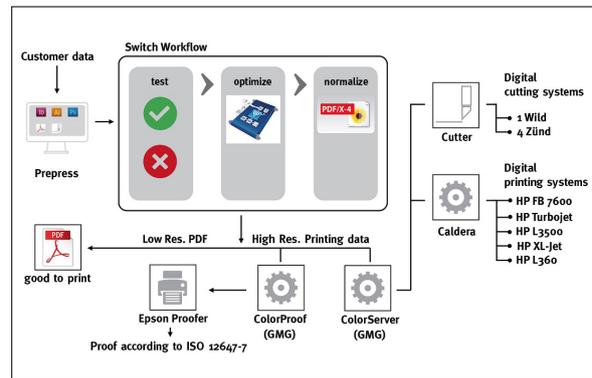
Christinger + Partner are using various substrates: Corrugated board, Dibond, diverse hard PVC surfaces as well as transparent foils and fabric for outdoor advertising. It is no surprise that over 130 profiles are needed in GMG ColorServer to operate the digital machines according to each substrate. As stated by Oliver Schmitter, the Technical Project Manager, the creation of a profile takes from two to four hours of work.

“The cooperation with GMG is always collaborative and pragmatic.”

Martin Blättler, COO at Christinger + Partner AG

GMG ColorServer and GMG ColorProof in the workflow

Source data is optimized in the workflow by Christinger + Partner and set to PDF/X4 standard. A proof of each job is then created and the client is given a low-resolution PDF for the print release. That is when GMG ColorProof and two Epson SC-P5000 STDs come into action.



GMG ColorServer and GMG ColorProof in the PDF workflow
(Source: Christinger + Partner AG)

In the next step, GMG ColorServer converts the data into the color space of the respective production substrate. Finally, the RIP calculation and the output can follow suit with digital machines.

“GMG ColorServer offers massive advantages in gray balance.”

Martin Blättler, COO at Christinger + Partner AG

Less effort, less ink, higher quality

It is now impossible to imagine Christinger + Partner’s day-to-day business without the benefits of GMG ColorServer and GMG ColorProof. A considerable advantage is not having to do the former usual machine approval and manual corrections, which is a big timesaver. With the standardization and GMG ColorServer, Christinger may have eliminated color complaints. Another aspect is economizing on printing ink with GMG profiles. Printer ink consumption has been considerably lowered since the implementation of the profiles.