

PressLines

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Managing Color in a Digital World

Anyone who's ever looked at color on screen and then wondered what happened at the press knows the frustration of managing color with today's digitally-driven technologies. The challenge of making color connections work from start to finish only increases with so many premedia functions now performed by content creators in-house.

The fundamental problem of matching color starts with how we reproduce color images. There is no digital camera, computer monitor, image scanner, proofer or printing device that can capture the full range of colors the human eye can see. The problem actually gets worse the further you progress through the print production process. In short, the RGB color monitor can produce a wider color gamut than CMYK proofing and

printing devices. The color gamut of one device may overlap with another, but they do not match.

So you start to have problems when say a certain orange or purple falls within the color gamut of the photographic image, but outside the gamuts of the other devices. Accurately seeing on your computer screen the color you will get at final output is the purpose of color management. A good color management system (CMS) enables you to better predict color for both print and electronic media by converting and optimizing color for output, based on the reproduction devices you're using. A CMS attempts to maintain and optimize color fidelity during the transition from one device to another.

Two Major Components of a CMS

■ **Calibration.** This adjusts each device to a defined standard

that helps ensure it accurately and predictably meets the manufacturer's specifications through the creation of a device profile. Since devices change over time, it's essential to regularly check calibrations.

■ **Conversion.** Also known as gamut mapping, this is a description of the gamut of each output device, as well as the identification of colorants and mode of operation. This is what makes the conversion from one device to the next in your workflow.

Spectral data is best for communicating color because it describes what a color is, as opposed to how it appears or is reproduced. You can gather spectral data by using a spectrophotometer, which is then used to create color device profiles. Digital workflow quality control places a high degree of reliance on spectral-based data for monitoring color in each production stage.

Color Management Lets You Rest Easy

The result of color management is a higher level of consistency and more predictable color without the sleepless nights. Good color management solutions enable you to move more easily, and with greater assurance, from the RGB world of ▶

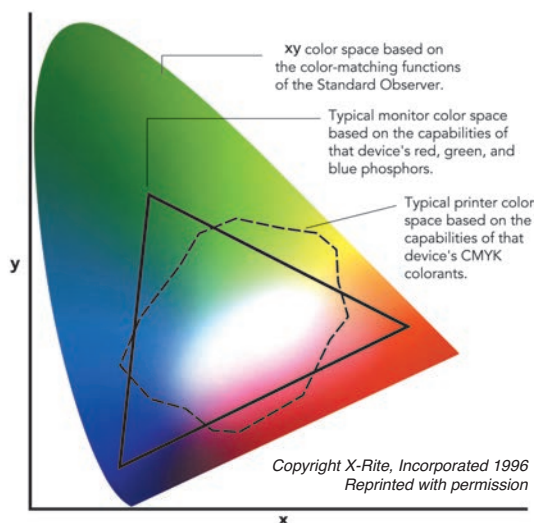


image capture to the CMYK realm of computer-to-plate workflows.

Ripon Printers can help you achieve better, more predicable color through International Color Consortium (ICC) profiling and equipment calibration. We can help ensure that all of your devices reference a standard color space that will result in accurate, achievable color when you print or display those images.

Enter the IDEAlliance G7® Program

Ripon Printers employs IDEAlliance G7, a calibration method that delivers consistent gray scale appearance to virtually any type of color imaging process. By defining neutral density, neutral contrast and gray balance unambiguously, G7 helps define the whole

color space and makes 'printing by numbers' more effective in virtually any imaging process.

Based on the ISO 12647-2 printing standard, G7 departs from traditional calibration to achieve more consistent visual appearance in neutral gray tones with RIP curves alone on selected press sheets/finishes. When used as part of a total color management approach, G7 extends the value of new technologies like computer-to-plate (CTP), ICC and digital proofing.

G7 is quickly becoming a requirement by many brands, publishers, ad agencies and print buyers who want consistent, high-quality color from diversified suppliers and media. Likewise, quality print providers, like Ripon Printers, seek to achieve more consistent and efficient color printing through G7.

G7 Master Printer

The IDEAlliance G7 Masters program designates Qualified G7 Master printers as those printing companies, prepress service providers and agencies that have been trained to use the G7 Proof-to-Print Process and can produce proofs or can print to G7. The G7 Master Printer qualification mark means that Ripon Printers uses the most modern technology, techniques, proofing and press controls, and standards required to produce a close visual match from proof to print.

For more information about how Ripon Printers can help manage your color from start to finish, please contact your representative or send an email inquiry to sales@riponprinters.com. **RIPON**

Ripon Printers Honored as 2011 Entrepreneur of the Year Award by Marian University

As part of the 30th annual Marian University Business & Industry Awards, Ripon Printers was honored with the 2011 Entrepreneur of the Year Award. Andy Lyke, president of Ripon Printers, accepted the award at a November dinner presentation held at Marian University, located in Fond du Lac, Wis. The Business & Industry Awards help raise money for student scholarships in the Marian University School of Business.

In presenting the Entrepreneur of the Year award, it was noted that beginning with just 12 employees in 1962, Ripon Printers has remained a family business and has grown to over 240 employees today. The company has embarked on the Lean journey, seeking ways to reduce waste, operate more efficiently and support environmental sustainability.

"Ripon Printers was nominated by several people from the area," said Jeff Reed, dean of Marian University's School of Business. "...They do good quality work and are very supportive of the community." Ripon Printers was awarded a total of 12 first place awards in the 2011 Web Offset Association Print Competition and the 2011 Graphic Excellence Awards sponsored by Printing Industries of Wisconsin.

"I'm delighted we received the Entrepreneur of the Year Award," Lyke commented. "It's recognition of the hard work our employees do to please our customers. An entrepreneurial spirit runs throughout the company and plays a major role in our ability to successfully compete in a rapidly evolving marketplace."

The Business & Industry Awards recognized four additional Wisconsin companies for their achievements. Those businesses include New Glarus Brewing Company of New Glarus, Wis. (Business of the Year), Kondex Corporation of Lomira, Wis. (Economic Development), and C.D. Smith Construction and Hornung's Pro Golf, both of Fond du Lac (Special Achievement). Bob Fale, president and CEO of Agnesian HealthCare, Inc., of Fond du Lac, received the George Becker Business Spirit Award.

Founded as Marian College in 1936 by the Congregation of Sisters of St. Agnes, Marian University is a coeducational, Catholic college providing a values-based applied liberal arts education. The university's core values are community, learning, service, social justice, and spiritual traditions. **RIPON**

No News is Bad News

I got a piece of bad news last week – very bad news. Wisconsin’s leading newspaper, the *Milwaukee Journal Sentinel* (MJS), is no longer offering door-to-door delivery service in our area. Bill Howen, our adult carrier for several years, would be at my house every day between 5:30 a.m. and 5:45 a.m. religiously. Hearing his car would be the inspiration I needed to haul myself out of bed and start my day catching up on the news. I also looked forward to the daily Sudoku puzzle – one of my guilty pleasures.

While I think the MJS is a great paper (affirmed by several Pulitzer prizes for local reporting), I may have to look for other options to get my news. The MJS does have an on-line option, but I’ve tried it and it is just not the same. And I can pick up a Sudoku puzzle book too, as long as I can limit myself to one puzzle per day.

My brother Tim, the publisher of our local paper, the *Ripon Commonwealth Press*, is an



Andy Lyke

even more avid reader of newspapers than I am. When travelling with Tim, we always scour the airport for major newspapers from across the country. He’ll have a stack of them by the time we need to board the airplane. While not as passionate as Tim, I personally don’t feel the day is complete until I’ve read the paper from cover to cover.

As a professional courtesy, Tim sends the *Commonwealth* to several other publishers across the state and receives their papers in return. Recently he shared an obituary from the *Oconomowoc Enterprise*

that made reference to my late grandfather’s business, Lyke Furniture. It is just amazing to be able to read a paper from a different city and spot something you have a connection with!

I miss holding the paper – and not just because I am a printer myself. I miss being able to scan both sides quickly for stories of interest, and discarding a section when done with it. I even miss Bill, our carrier, who would put the paper in the same spot every day where I was able to open the garage door and grab the paper without even looking.

While the MJS is gone from my life (for now), I may have to break down and go to the local convenience store looking for my old friend. At least I still have Tim’s paper, the *Ripon Commonwealth Press*. **RIPON**



Ripon Printers is a
Wisconsin Green Tier Participant

4 PressLines

The 2011 Print Contest season ends with a Super Sweet Bowl!

In our second year of entering the *Printing Impressions* magazine-sponsored **Gold Ink Awards**, we earned a Pewter Award [honorable mention] in the Trade Magazines, Sheetfed category. The March 2011 issue of BloomNet's **Floriology** was recognized.

This year's Gold Ink Award winners were chosen from more than 1,000 entries – submitted in 46 different categories – from around the world. Winning pieces are chosen based on print quality, technical difficulty and overall visual effect.

In the **Premier Print Awards** – sponsored by Printing Industries of America – we earned two Certificates of Merit [third place]. Also known as “The Benny Awards,” more than 2,700 entries were submitted in 106 categories this year.

As **Daedalus Books Early Fall 2010** catalog won in the Web Press Printing, 1, 2 or 3 colors on Uncoated Paper category, our own 3-part **Ripon Printers' Prospect Direct Mail Campaign** won in the Campaign category. **RIPON**

