



# Extended Process

Proofing and Printing

William Li

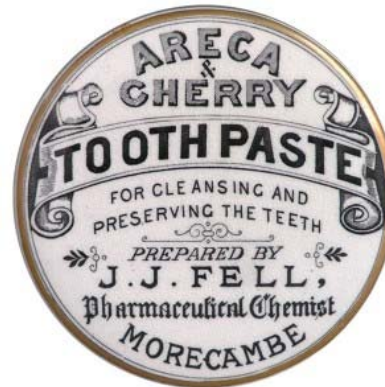
Toronto Graphic Arts Day

October 13, 2017

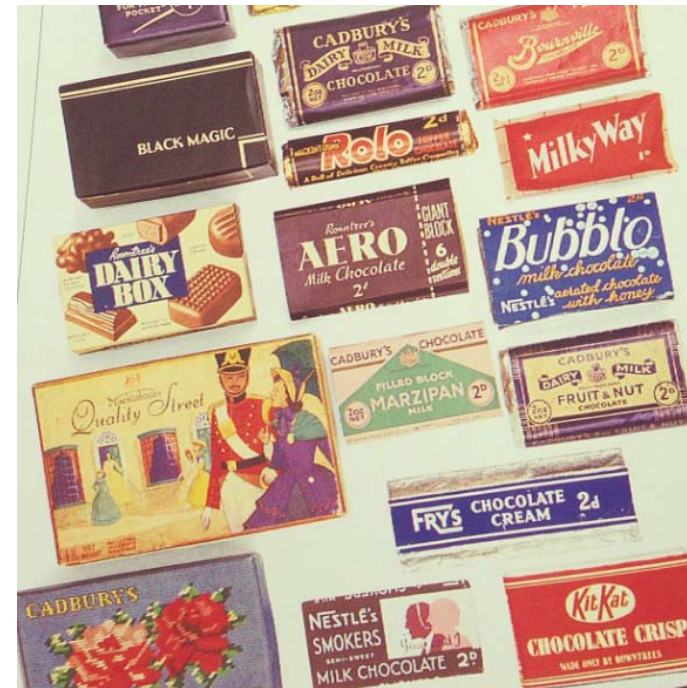
# WYGIWYG: Zeroth Age of Printing



# Brands and Packaging



# Brands and Packaging



# Print as Manufacture



# Process Printing

Make colour by overprinting other colours.



# The Problem

## Spot colours are expensive

- Costly inks
- Inconsistent printability
- Ink changes/wash-ups
- Increased makeready times
- >6 unit presses
- Multiple passes
- Increased ink inventories



# Impact & Value



4 minute change over from job 1  
(30 spot colours) to job 2 (35 spot colours)





# Ganging



# Create Cross-Printer “Safe” colours

Printer A



Printer B



**Take advantage of more creative options**

Spotless printing technology opens new possibilities in graphic design. Designers rely on spot colors for creative impact, enhanced visual appeal, and color integrity. Spotless printing technology removes the constraints traditionally imposed by the additional costs and complications of spot colors. Designers are able to incorporate multiple spot colors according to their creative needs, rather than the limitations of a conventional spot color production process.

**Extend the color gamut**

Spotless printing technology also offers a valuable side benefit. Since the press will always run with the gamut expanding in blend groups, ink jet printers can take advantage of those extra colors to enhance the vibrancy of photographs and other raster images.

Spotless printing technology offers designers a spot-by-spot color using standard print production methods, without the need for an environmental or chemical process.

With Spotless printing technology, you can print vibrant and accurate colors with a single inkjet print. This makes it far easier to get images that are vibrant and accurate. The single inkjet print can be printed on conventional inkjet paper, or on a special paper designed to work with Spotless printing technology.

An advertisement for ABC Foods fresh field berries. It features a vibrant image of a berry basket, a jar of jam, and a box of berries. The text includes "100% Natural", "ABC Foods", "fresh field berries", and "Raspberries • Strawberries".

■ PMS 123



# ... and Punch!



CMYK

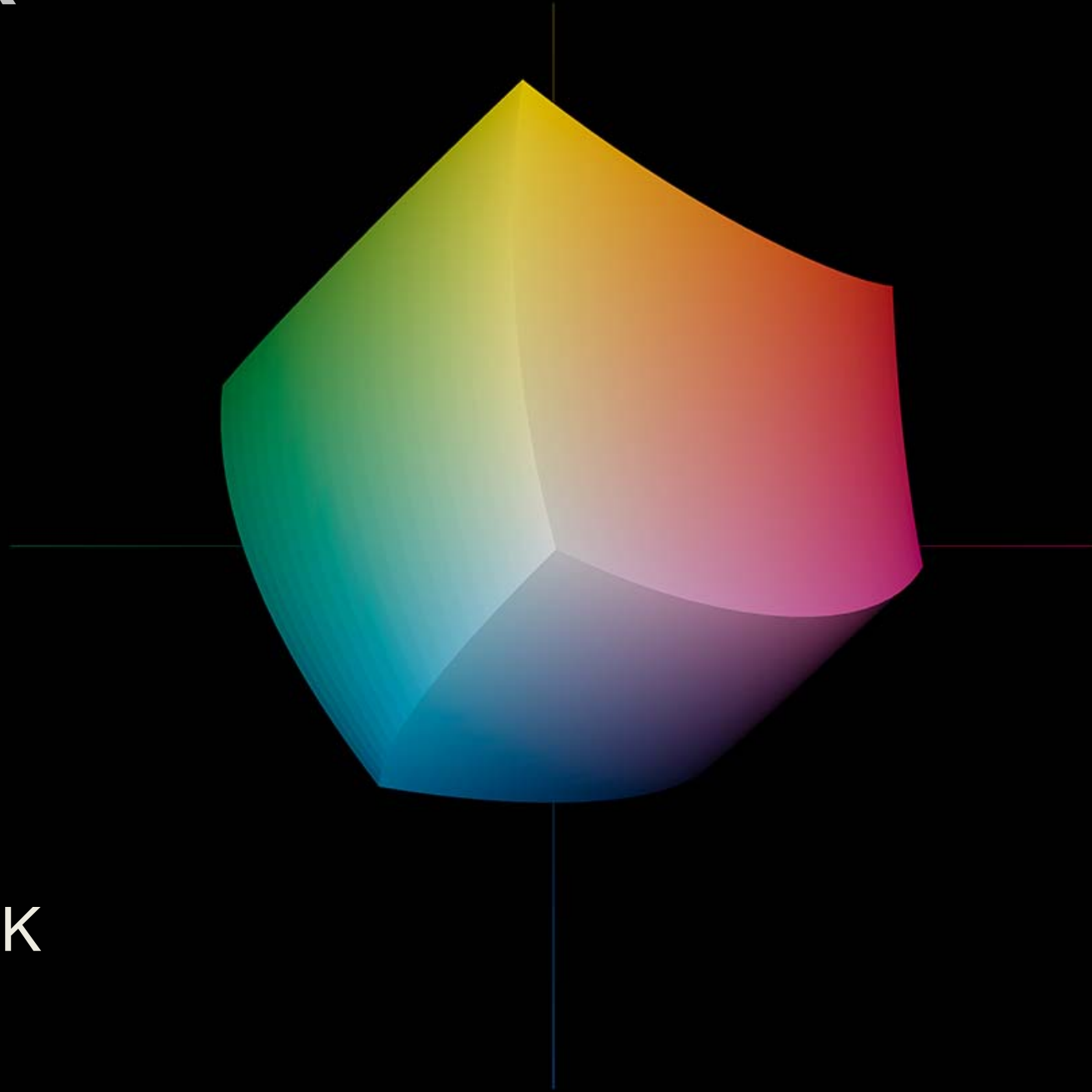


CMYKOGV



# Which Inks Should I Choose

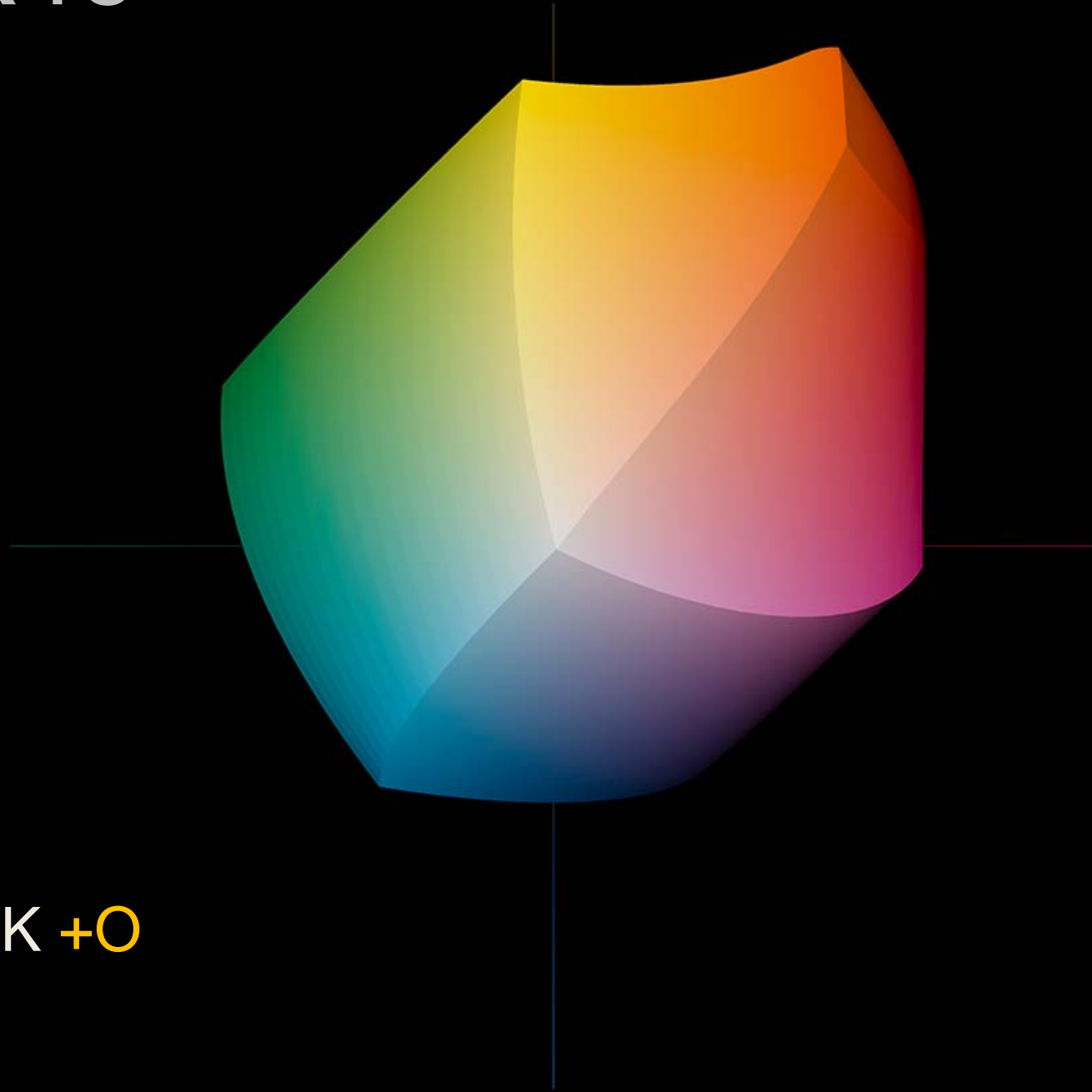
## CMYK



CMYK

# Which Inks Should I Choose

## CMYK +O



CMYK +O

# Which Inks Should I Choose

## CMYK +O +G



CMYK +O +G

# Which Inks Should I Choose

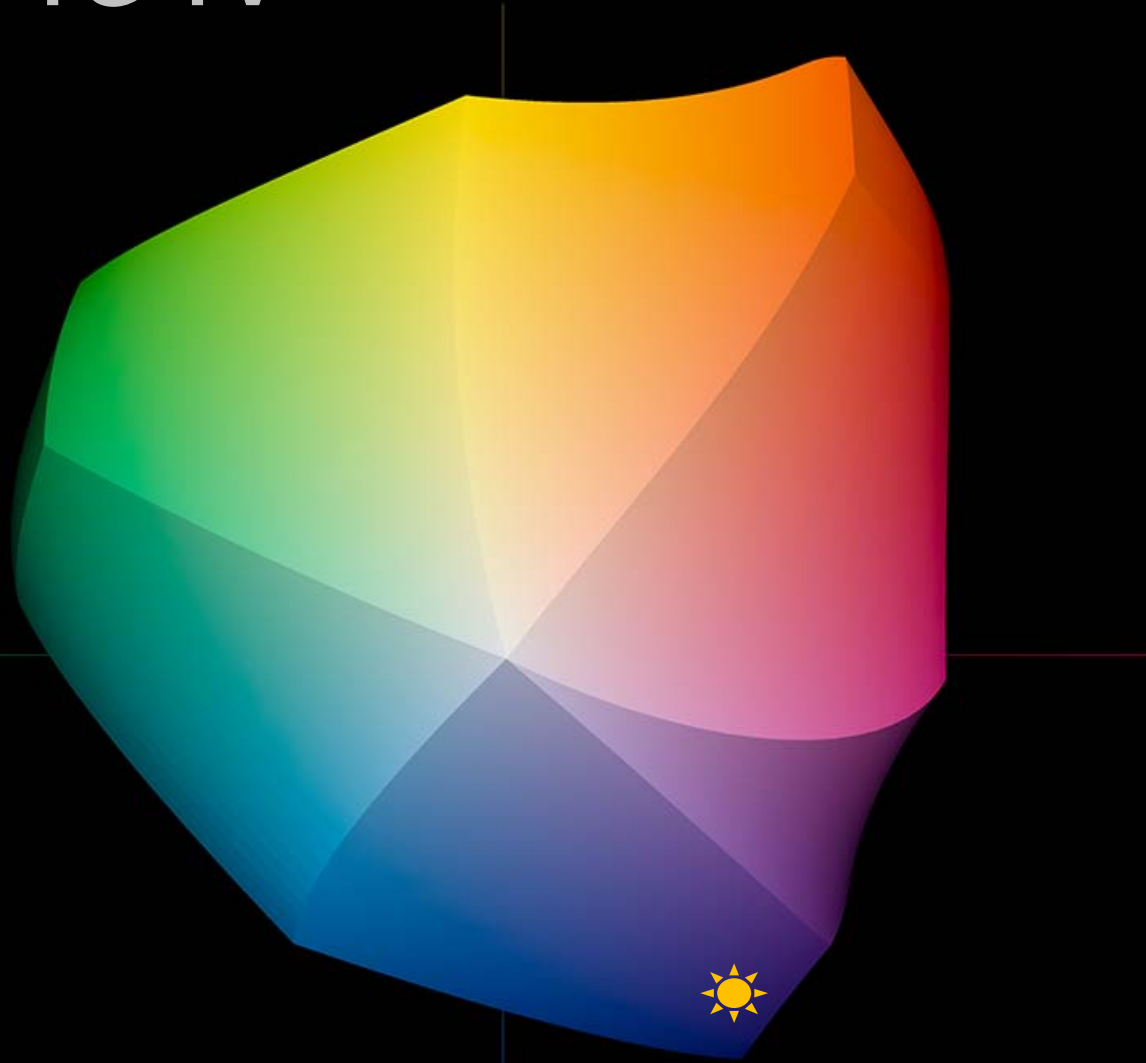
## CMYK +O +G +B



CMYK +O +G +B

# Which Inks Should I Choose

CMYK +O +G +V



CMYK +O +G +V



# Perspective



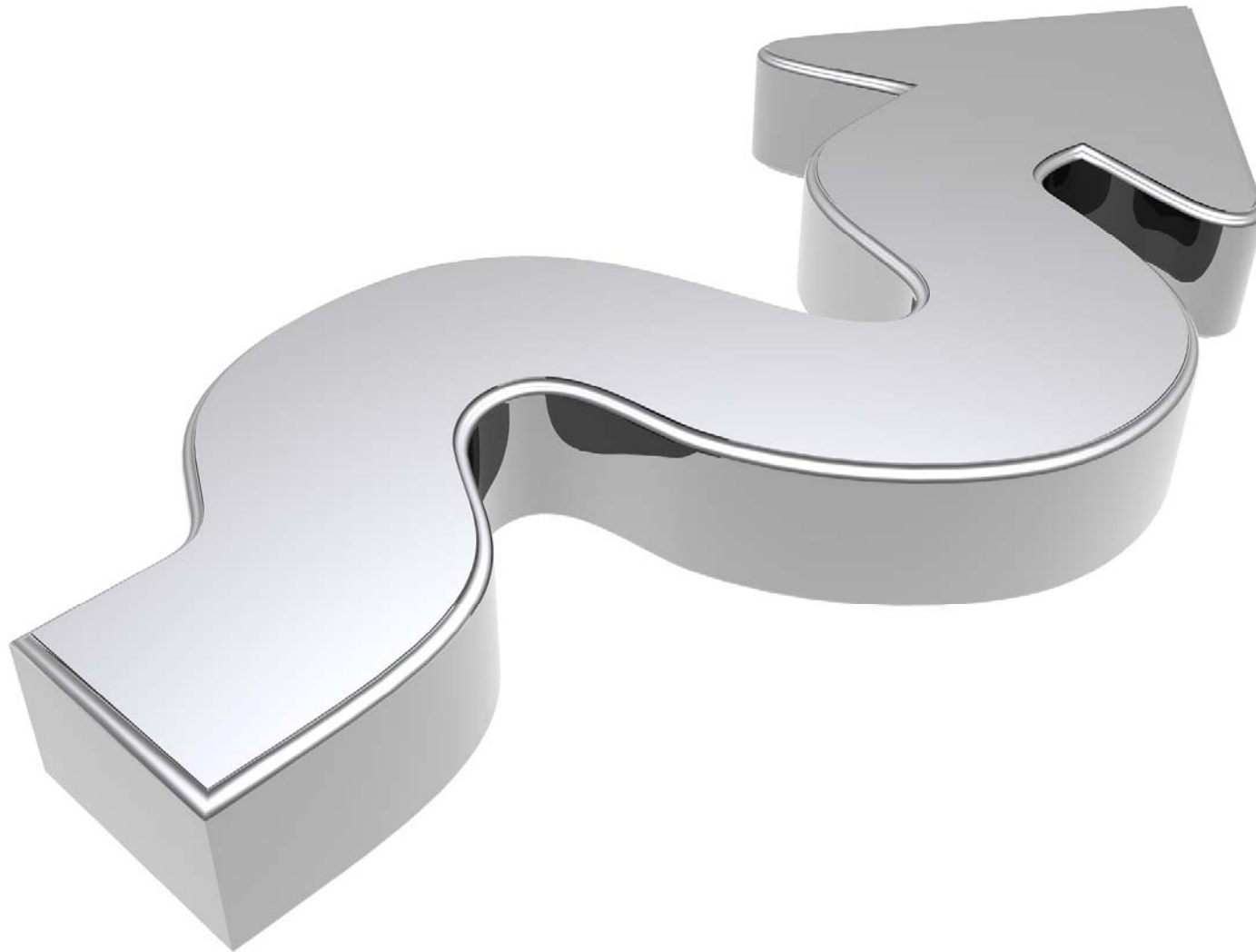
# Art vs. Science, Prepress vs. Printing



# Conversions: Which Way?



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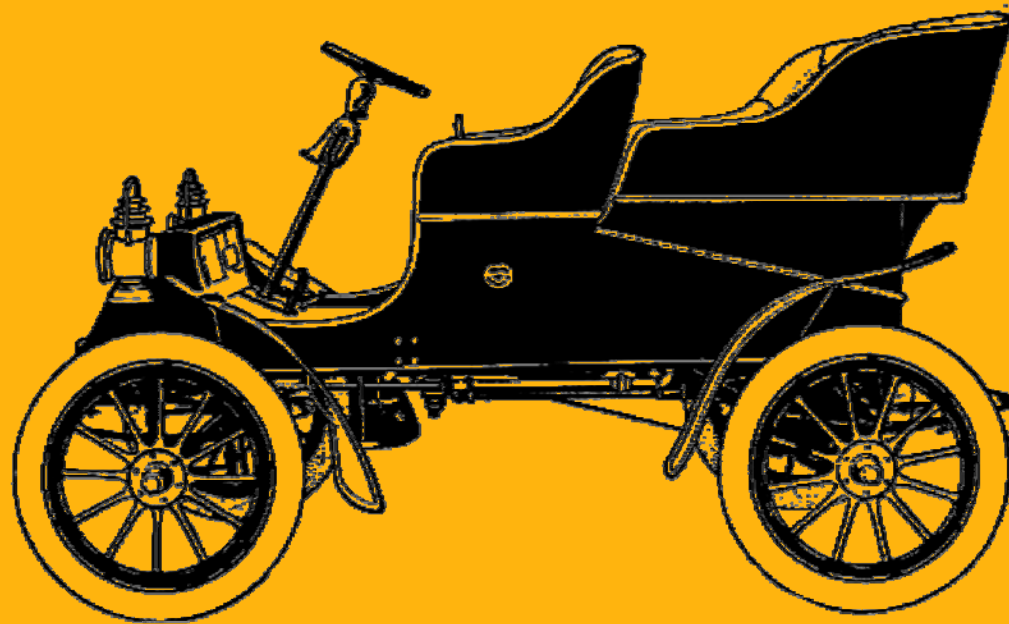


# Conversions: Which Way?



People can have the Model T in any colour – so long as it's black.

— Henry Ford





Thank you