

The 6 Cs checklist



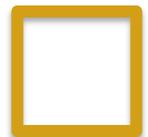
Your printer. Check which calibration and auto-correction routines are available on your press. Check if the initiation of those is available within your calibration software .

TIP: When choosing your next press, ask the question, what can this new engine do to look after its own color?



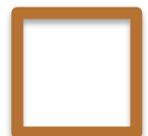
Get to a targeted state. Look into how many calibrations you have in place. Is it sufficient to cover the different types of media you are using?

TIP: If a media type or weight difference is enough to show a visual color difference, it warrants its own calibration.



About profiling. Check if you have profile creation software, what features it has, and if those features are sufficient for your profiling needs?

TIP: Don't underestimate the importance in terms of ease-of-use of color software management that's integrated with the DFE.



Your DFE (RIP). Check that your DFE has the correct built-in technology for both process and spot color handling, as well as a PDF engine that supports the latest standards.

TIP: Remember a DFE is more than just color conversion, learn about its other color and quality control features to get the very best results. Plus, again, integration — if a DFE has bi-directional communication to the profile creation solution, life gets easier.



Keeping things in check. Your printers, consumables, and environment will change over time. Get to know how color control software enables you to understand your environment, as well as brings order with calibration and verification schedules.

TIP: Control software also allows you to prove compliance to your customers as it tracks color over time.



About PDF/X-4 conformance. The best color management in the world isn't going to save you if a PDF element isn't interpreted correctly, and that negatively affects color.

TIP: It's a good idea to certify all your DFE and press combinations to ensure the same quality assurance throughout your print shop.

