



FLYING COLORS

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CROSS-FLEET COLOR MANAGEMENT



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WELCOME ABOARD

On the following pages you will find safety instructions for your color-consistent non-stop flight with CGS. Are you ready for takeoff?

We'll bring your colors safely home.





We'll bring your colors safely home

CGS Publishing Technologies International is partner to many well known prepress and printing companies and develops and distributes products and system solutions for each step of the graphic communication process.

We provide you with a single source for all your color management, proofing, certification and high-quality media needs. We pride ourselves as a supplier of top-class solutions that meet your maximum quality expectations. We constantly analyze and identify market requirements, working closely with our customers to implement these into new product developments.

Our goals:

CGS concentrates product development in the areas of color and workflow, proofing and certification and specialty media. Our Research and Development staff, comprising the best color engineers and system analysts in their field, is key to our success in identifying the changing requirements of our customers and reaching our goals of developing systems to meet customer needs and maintain market leadership.

Our vision:

Color is communication! Printed products of many different varieties form part of our lives and contribute to everyday communications. CGS products enable and support simple communication. This is why today we offer our customers the best products for their business to ensure their sustainable competitive advantage.

Our strategy:

The company thrives on long-term partnerships with our dealers and customers by providing products that are the customer's first choice in new technology followed by a continuous development cycle of upgrades and new products as technology advances. CGS creates a clear-cut competitive edge through product innovations tailored to customer needs delivering cost-effective solutions.

Our values:

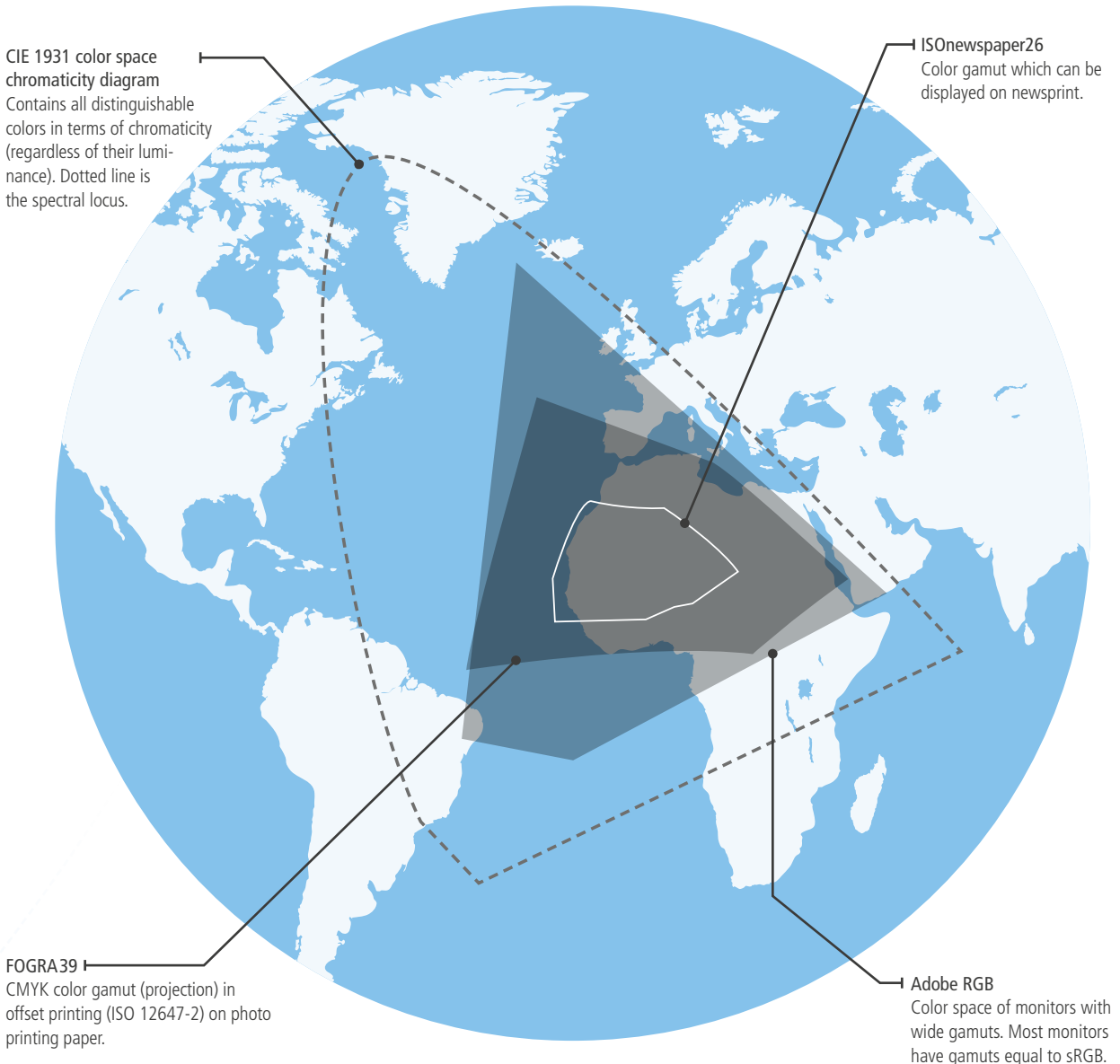
Three major value concepts define how we interact with our customers and how we carry out our business. These values form the basis of our CGS corporate culture.

- ▶ Professionalism
- ▶ Reliability
- ▶ Consistency





Color spaces – in control



Colors create emotions; they affect our senses and strongly influence our feelings. Communication and marketing strategies use exactly those features and transport their message to the user. An exact and constant color reproduction over the complete period of a campaign and much

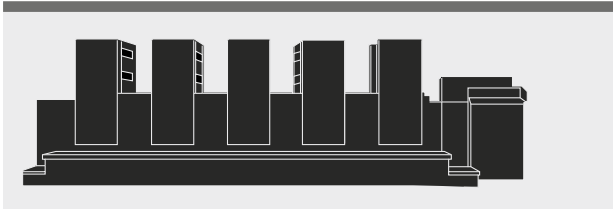
longer is essential. To guarantee color constancy and a precise landing, the color spaces need to be matched and defined for each device in a production chain. Color spaces are the amount of colors which can be distinguished with the human eye and measured colorimetrically. And that's

where CGS products come into play. They measure all the color points in one color space and calculate precisely where they would fall in another, quite different, color space. Color consistency is guaranteed, whether offset to digital or between different digital devices.



Color-accurate travel – across the whole fleet

CONVENTIONAL PRINTING SYSTEMS



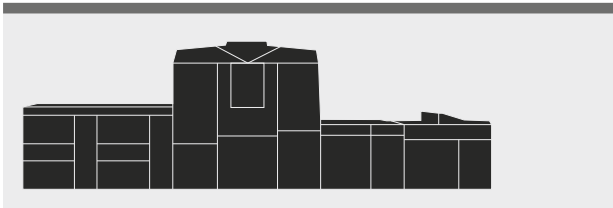
Max. printing format //	700 mm × 1,020 mm
Color management //	ORIS Press Matcher // Web
Number of printing units //	2–12
Speed //	15,000 sheets/h

DIGITAL COLOR PRINTING SYSTEMS



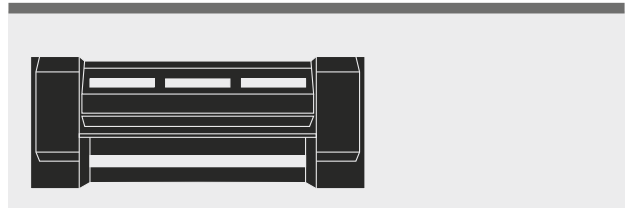
Max. printing format //	330 mm × 483 mm
Color management //	ORIS Press Matcher // Web
Number of print colors //	4–5
Speed //	approx. 70 pages/min

DIGITAL COLOR PRODUCTION PRINTING SYSTEMS



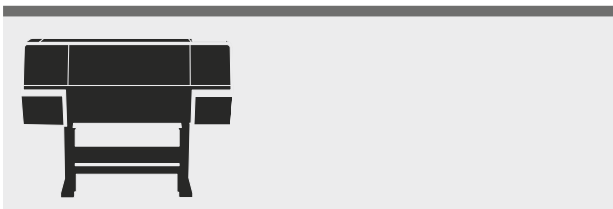
Max. printing format //	364 mm × 660 mm
Color management //	ORIS Press Matcher // Web
Number of print colors //	4–7
Speed //	approx. 100 pages/min

LARGE SCALE PRINTING SYSTEMS



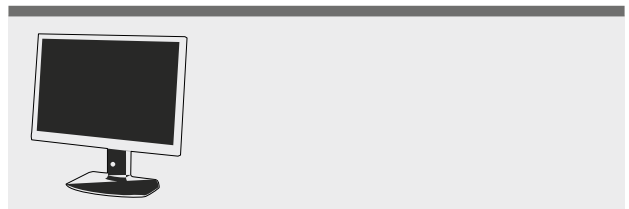
Max. printing format //	width e.g. 5,000 mm
Color management //	ORIS Press Matcher // Web
Number of print colors //	8
Speed //	288 m ² /h

LARGE-SCALE PRINTING SYSTEMS



Max. printing format //	width e.g. 1,118 mm
Color management //	ORIS Color Tuner // Web
Number of print colors //	11
Speed //	40 m ² /h

SOFTPROOF SYSTEMS



Format //	30"
Color management //	ORIS Certified Monitor



COLOR MANAGEMENT

ORIS PRESS MATCHER // WEB

INK SAVER OPTION

FILE OUT OPTION

DEVICE LINK PACKAGE



CERTIFICATION

ORIS CERTIFIED // WEB



PROOFING

ORIS COLOR TUNER // WEB



COMMUNICATION

ORIS APROOVE



MEDIA

ORIS PROFESSIONAL MEDIA





COLOR MANAGEMENT

ORIS PRESS MATCHER // WEB



ORIS PRESS MATCHER//WEB

Cross-Fleet Color Accuracy and Repeatability.

Finally it's now possible to reproduce, accurately and consistently, any type of print result on your digital device. Until now it was challenging and time consuming to achieve accurate and repeatable color reproduction especially across multiple presses or in trying to match to offset printing. This is now a thing of the past. Thanks to ORIS Press Matcher // Web, winner of the prestigious PIA InterTech Technology Award, you can now calibrate your digital presses easily and reliably and maintain a consistent print quality across the fleet. Today's print production is the same as yesterday's - and tomorrow's.

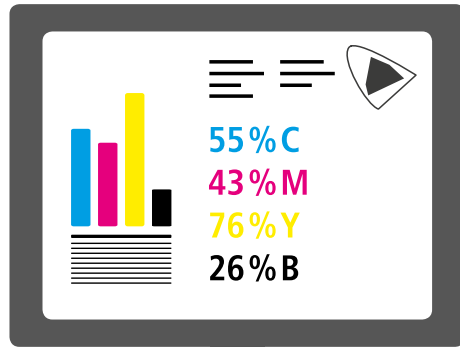
The necessary color profiles, created purely by measurement using an iterative process, deliver highly accurate repeatable results. Whether this being an international standard like ISO Coa-

ted v2, GRACoL or SWOP, or a specific customer standard. Due to the integration of a powerful soft proofing application and a browser-based architecture, you can upload print jobs quickly and easily and control and track them from anywhere in the world. ORIS Press Matcher // Web is ideal for maintaining color consistency among multiple digital presses, or between your conventional and digital presses, so that a brand identity is kept throughout a marketing campaign. ORIS Press Matcher // Web can be seamlessly integrated in any existing production environment, using the various automation tools available.

Any Digital Printer | Any Digital Press | Any Conventional Press | The Same Result!

Benefits for your business:

- ▶ Intelligent workflow tools and complete process automation means less operator involvement
- ▶ Printing to standards such as ISO Coated v2 (FOGRA39) and GRACoL brings you more customers
- ▶ Perfect integration in every digital workflow with ORIS File Out option or ORIS Device Link Package
- ▶ Perfect grey balance and color stabilization minimises press drift over time
- ▶ Iterative color matching brings you accurate and reproducible results – every time
- ▶ Integrated soft proofing for cost effective client communications
- ▶ Easy to operate thanks to the wizard-based user interface – no color expertise required



For every machine – the perfect profile

Just like a suitcase going through a baggage scanner, ORIS Press Matcher // Web analyses the color contents of the file. That measured data enables each printing machine to be brought precisely within one standard. The result – absolutely identical output on any machine, anywhere in the world.



Print file



Printing system



ORIS Press Matcher // Web



CERTIFICATION

ORIS CERTIFIED // WEB



ORIS CERTIFIED // WEB

Your Eye-in-the-Sky for Perfect Color Control.

Simple and effective quality control for proofs, press and monitor.

ORIS Certified // Web is an effective and easy-to-use web-based color quality control system. CMYK color bars for SWOP, GRACoL, 3DAP, FOGRA and other standards can be easily measured and evaluated on any proof, press or monitor. In-house printing standards and customizable color bars can be added.

To verify spot colors, users can create their own color set by selecting individual colors from spot color libraries or entering Lab values. All ORIS Certified // Web measurement results of all devices monitored are stored and can be used to analyze trends

and device performance. This allows the user to detect quality variations over a specified period of time. Web-based monitoring provides real-time feedback of device performance, anywhere in the world. Data can be analyzed for overall company performance and trends. Access all details of a job throughout the production process from soft proof to proof to print. An included temperature and humidity probe constantly measures environmental conditions to aid in troubleshooting.

ORIS Certified // Web provides clear facts and helps avoid lengthy discussions about color issues.

Rely on ORIS Certified // Web for:

- ▶ An effective and easy-to-use color quality control of your whole process
- ▶ Access to data over the web for business analysis of system performance and costs
- ▶ Providing a mechanism for profitability through job consistency and communication
- ▶ A green and lean process through waste reduction and energy savings
- ▶ A dashboard for viewing print performance across multiple sites

Your Eye-In-The-Sky

Entrust your print jobs to ORIS Certified // Web for continuous monitoring. You get all the measuring results on one screen – in real time. A color-accurate landing is guaranteed.





PROOFING

ORIS COLOR TUNER // WEB



ORIS COLOR TUNER // WEB

Checked-in and ready to go – communicating color worldwide.

Afraid of making the wrong decision in proofing? Don't know whether to go hardcopy or soft proof?

With ORIS Color Tuner // Web you will never make the wrong decision again, because this solution offers the industry's only integrated hardcopy and virtual proofing system by combining the features of the two market-leading products, ORIS Color Tuner and ORIS Soft Proof, into ORIS Color Tuner // Web. It provides ultimate flexibility in color proofing technology – from one package and with risk-free and reliable results.

This complete application combines color management, high-speed output and proofing-specific media. Winner of the GATF InterTech Award, ORIS Color Tuner // Web was the first system of its kind to be certified by SWOP, FOGRA, Sicograf, PPA and 3DAP. It includes setup wizards, automatic color matching and auto-

matic printer calibration all within a web-based environment that provides color-matched job control and output anywhere in the world. This way, anyone – not just color gurus! – can easily calibrate a proofer. Superior spot color handling, Hexachrome support, multi-channel generic output profiles and color-accurate halftone proofing all add up to make ORIS Color Tuner // Web the most used color proofing software on the market. Web-based client/server architecture enables ORIS Color Tuner // Web to be integrated easily and quickly within your existing workflow, irrespective of the operating system or web browser you use.

CGS offers the industry's only multi-functional web-based proofing system, featuring proof printing, soft proofing and proof certification in one easy-to-use wizard-driven application, providing ultimate flexibility in color proofing technology with risk-free and reliable results.

Entrust your system to ORIS Color Tuner // Web:

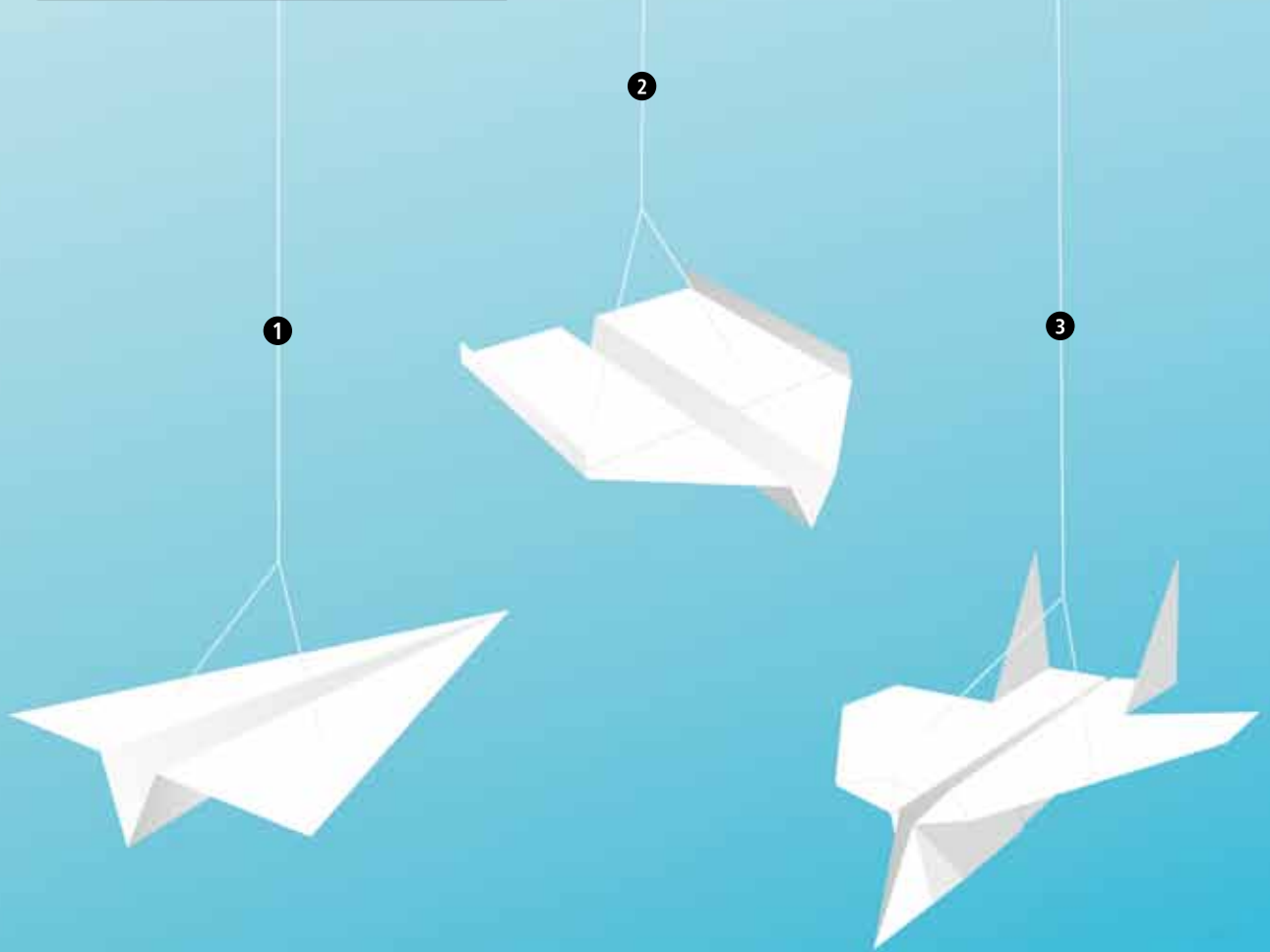
- ▶ Soft- and hardcopy proofs matched to the same standards – SWOP, ISO/FOGRA, 3DAP, G7
- ▶ Easy-to-operate wizard-based user interface – no color expertise required
- ▶ High network security and user roles via client/server architecture
- ▶ Simple remote job submission, pre-flight and control
- ▶ Real-time viewing of contract proofs all over the world – environmentally friendly thanks to soft proofing features
- ▶ Accurate reproducible results thanks to patented iterative color matching
- ▶ Easy management of global remote proofing with the latest generation of inkjet printers
- ▶ View-Print-Certify in one application



**The Proofing Dream Team:
ORIS Color Tuner // Web and Roland DGA printers**

ORIS Color Tuner // Web is available as a custom-made cost-effective solution for the production of flexible package proofs and samples. Special printer drivers and software features for the LEC and VS series of Roland DGA printers cover the specific requirements of packaging design and production, making ORIS Color Tuner // Web the perfect solution for producing color-accurate screen or halftone proofs.

The ORIS Solvent Media range of films, foils and paper is specially designed for the VS eco-solvent printers and enables a unique combination of white and metallic ink under- and over-printing for luxury goods mock-ups.



PAPER PLANES

The history of paper planes probably goes back almost 2,000 years to the first pages which were thrown in the trash. Nowadays, however, Leonardo da Vinci is considered a pioneer of the science. He created paper planes in countless sketches and drawings to get closer to his dream of flying. But wherever the beginning of paper planes lies, they are easy to make, create fun and with a bit of imagination they can open up a whole new world full of aerodynamic possibilities.

1

Arrow

Da Vinci sketched the first concept for an arrow-like air vehicle, which probably gave him the idea to analyze paper planes as experimental objects.

2

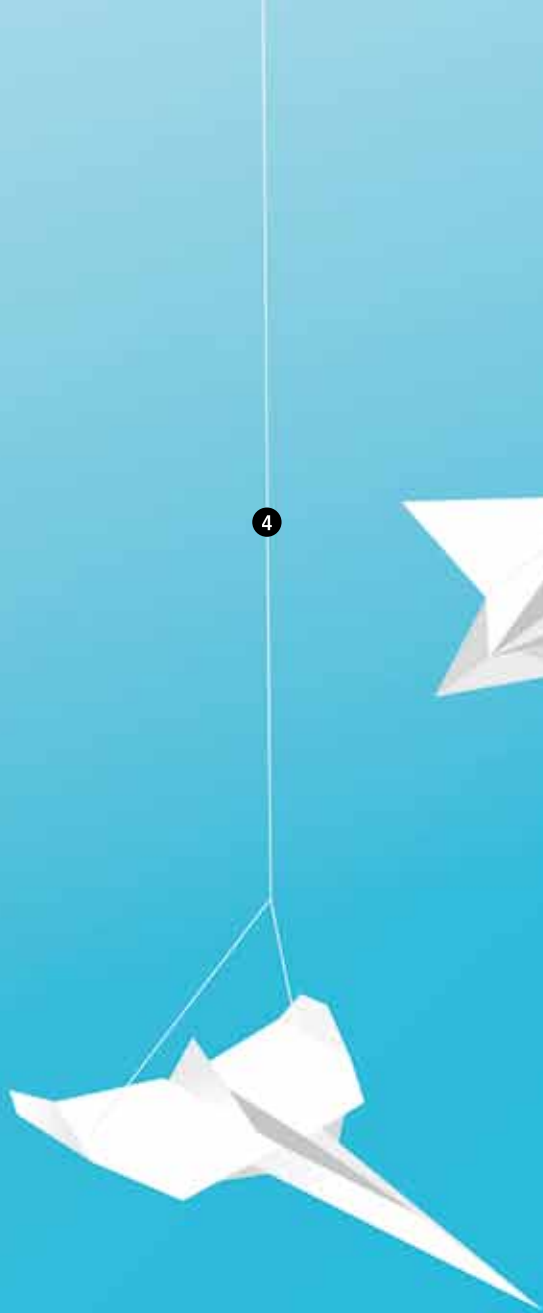
Cruiser

Almost as easygoing as a “beach cruiser” on the ground, the cruiser cuts the air. It is easy to make with only a couple of folds.

3

Bat Kite

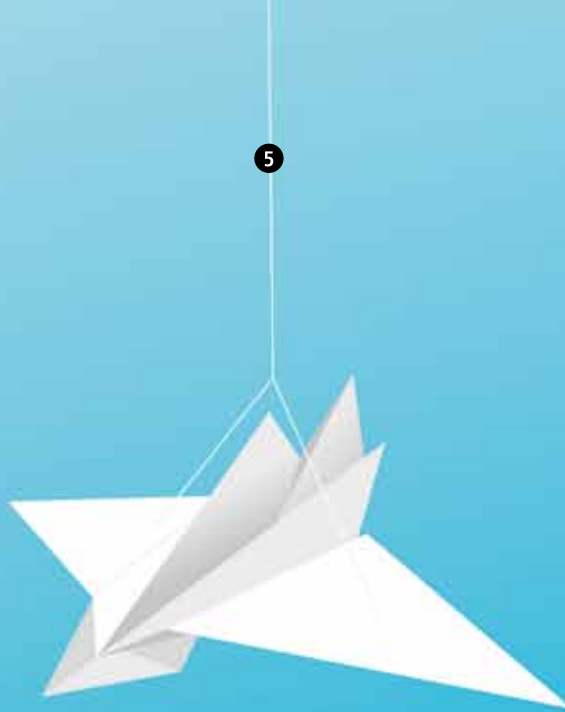
Big tail fins provide the Bat Kite with very good spiraling properties. Even the Joker’s grin freezes on his face at the sight of it...



4

Stinger

Air-cutting vehicle with an excellent flight path surely no one can easily reproduce.

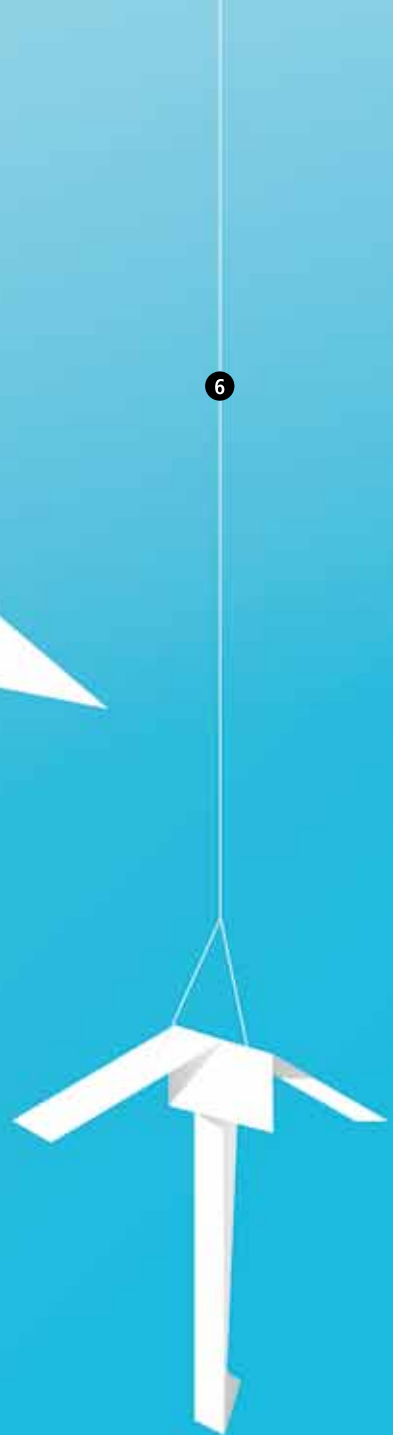


5

5

Archaeopteryx

While paleontologists still fight over the flight abilities of the Urvogel ("original bird"), paper folding architects all over the world already agree: This paper plane cuts the air majestically.



6

6

Helicopter

The paper helicopter does certainly produce less wind than a real helicopter. But it flies at least as well and covers long distances.



COMMUNICATION

ORIS APROOVE



ORIS APROOVE

Fast Forward e-Collaboration for a precise landing.

ORIS Aproove is a web-based collaborative approval workflow that gives anyone involved in the creative process real-time interactive mark-up and communication across multiple sites – from initial concept to final production.

ORIS Aproove is designed to integrate with any existing workflow and to handle a wide range of file formats, including separated plate files. Coupled with secured access and multi-level password protection, the decision-tree process of ORIS Aproove, including streamlined job submission, versioning control and

custom-made e-mail notification, makes the management of complex creative projects simple and cost-effective – without click charges or limit to the number of users.

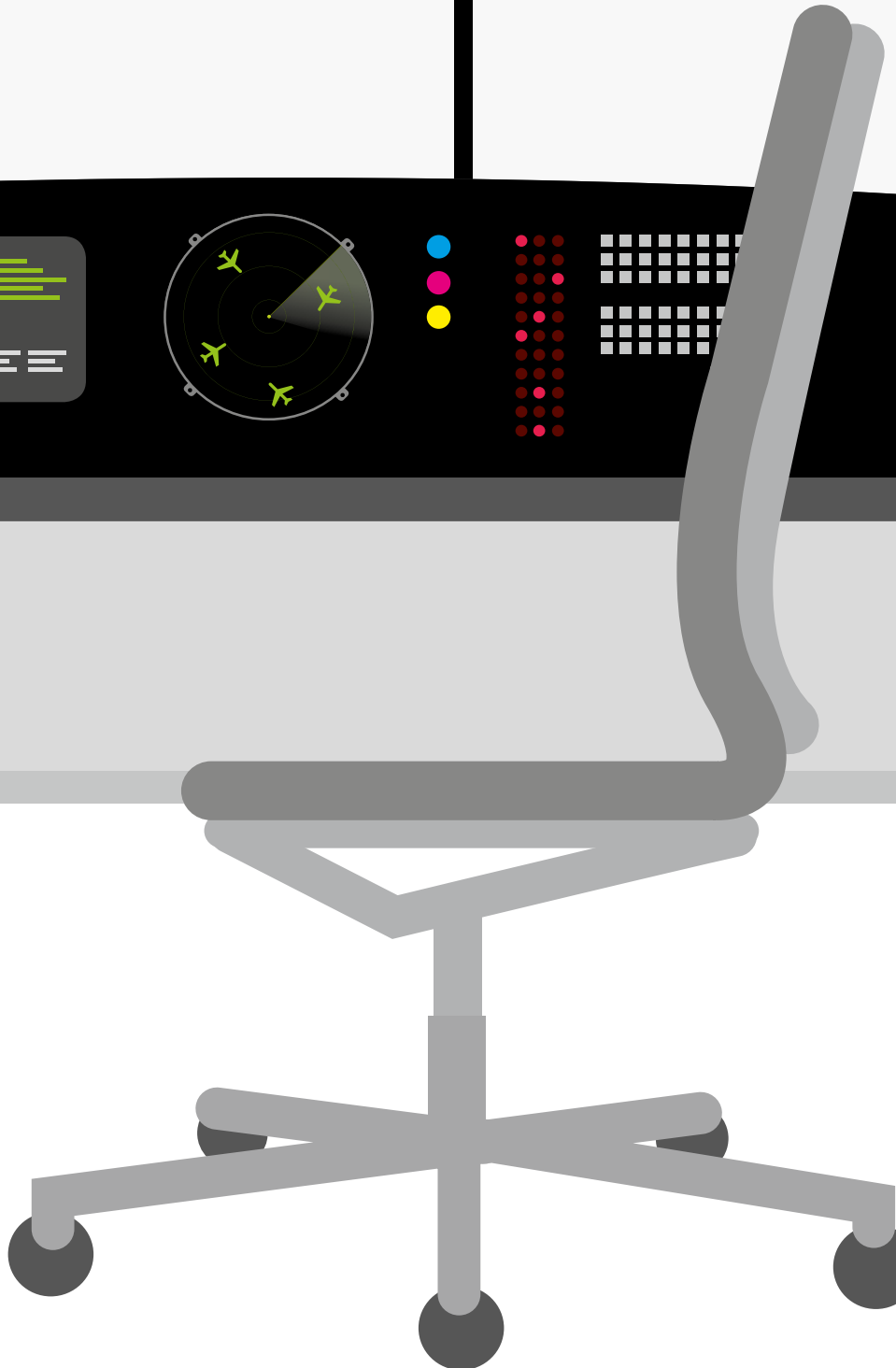
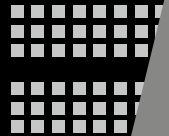
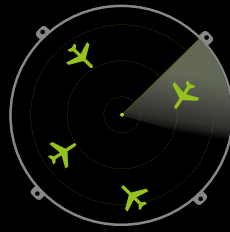
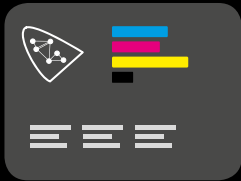
ORIS Aproove is based on two component parts. A central web server located wherever the customer desires and an agent running on the local production file server. Each agent supports an unlimited number of end users with no limit to the number of agents supporting the web server.

Entrust your system to ORIS Aproove:

- ▶ Streamlined job submission
- ▶ Powerful decision-tree workflow
- ▶ Real-time hi-res zoom and comments
- ▶ Flexible support of file formats: PDF, JPEG, DCS and TIFF
- ▶ Unlimited users and administrators
- ▶ Quick invitation to review feature
- ▶ Multiple display and layout options
- ▶ Versioning control and display

Real-time communication

ORIS Aproove's interactive communications and decision tree structure enables all participants to work on the same project at the same time – from initial concept to final production.





MEDIA

ORIS PROFESSIONAL MEDIA



ORIS PROFESSIONAL MEDIA

A class of their own.

No inkjet proofing system is complete – nor can it provide contract-proof quality – without the right media. Based on detailed feedback from major publishers, printers and industry-standard organizations, CGS created the ORIS Professional Media family of contract proofing media specially formulated for the stringent needs of digital proofing.

The ORIS Professional Media family is made to CGS specifications under the strictest manufacturing tolerances ensuring consistent batch-to-batch quality. With their exclusive ultra-fine-

grain nanoporous coating, ORIS Professional Media provide twice the surface area of common microporous papers, thus allowing for higher ink densities, uniform ink absorption, better shadow detail, larger color gamut and faster drying. Most of the ORIS Professional Media are free of optical brighteners, reducing metamerism and improving long-term stability. ORIS Pearl Proof Glossy is the world's first optical brightener-free glossy paper.

ORIS Professional Media – why settle for less?

ORIS Solvent Media for packaging

Designed for the use of eco-solvent printers from the Roland VersaCAMM VS series, CGS provides a complete assortment of production-related substrates for the production of pack-aging proofs and samples. The line-up ranges from highly transparent foil (also adhesive) to metallic substrates

to shrink foils for sample production. Unlike other products for large-format printing, ORIS Professional Media convince with consistent quality, an exceptionally large color space and compelling look and feel.



ORIS Proofing Paper	Thickness	Roll Length	Roll Width	Weight
ORIS PearlPROOF				
ORIS PearlPROOF Super	-	45 m	A3+–60"	240 g/sqm
ORIS PearlPROOF Super V	-	45 m	A3+–44"	235 g/sqm
ORIS PearlPROOF Super Glossy	-	45 m	A3+–44"	240 g/sqm
ORIS PearlPROOF Select	-	45 m	A3+–60"	210 g/sqm
ORIS PearlPROOF Commercial	-	45 m	A3+–44"	240 g/sqm
ORIS PearlPROOF Publication	-	45 m	A3+–44"	240 g/sqm
ORIS PearlPROOF Matte 120	-	45 m	A3+–60"	120 g/sqm
ORIS PearlDIGITAL	-	-	A3+	170 g/sqm
ORIS PROOF				
ORIS PROOF Universal 230	-	45 m	A3+–44"	230 g/sqm
ORIS PROOF Universal 170	-	45 m	A3+–60"	170 g/sqm
ORIS PROOF Satin	-	45 m	A3+–44"	200 g/sqm
ORIS PROOF Newspaper PLUS	-	50 m	17–44"	80 g/sqm
ORIS PROOF Newspaper	-	50 m	17–44"	170 g/sqm
ORIS Solvent Media				
ORIS Media Solvent Glossy Paper 235 PE	-	45 m	30"	230 g/sqm
ORIS Media Clear Film 0075	75 μ	50 m	24"	170 g/sqm
ORIS Media White Vinyl 010	100 μ	40 m	30"	200 g/sqm
ORIS Media Silver Film 012	120 μ	30 m	25"	80 g/sqm
ORIS Media Aluminum Foil 018	180 μ	30 m	30"	230 g/sqm
ORIS Media Ultra Clear Polyester 010	100 μ	20 m	24"	170 g/sqm
ORIS Media Ultra Clear Polyester Shrink Foil 0085	85 μ	20 m	30"	200 g/sqm



CASE STUDY ► AUGUSTIN PRINT & MEDIEN GMBH

01 FLIGHT NUMBER AUGUSTIN PRINT & MEDIEN GMBH, OER-ERKENSCHWICK, GERMANY
TRAVEL MANAGER ORIS PRESS MATCHER // WEB
GOAL DIGITAL PRINTING WITH PERFECT QUALITY

“With ORIS Press Matcher // Web, we are now finally able to guarantee absolute repeatability, a prerequisite for professional printing.”

– Marco Augustin, Managing Director



The company, located in Oer-Erkenschwick, Germany, was founded as a conventional print shop by Marco Augustin ten years ago. “Today a print shop must provide much more than just printing. We can and want to offer our customers a one-stop solution,” says Marco Augustin, Managing Director.

“We realized rather quickly the enormous potential digital production offers, and have consequently concentrated on it. Needless to say we still offer our customers conventional printing, too, which we handle through long-time cooperation partners. We actually look at every job and how it could be ideally produced for the customer. Then we decide to print it either conventionally or digitally. And this is only part of our customer services. Apart from printing, finishing and shipping, we also do the design by request, and devise a custom-made creative concept, no matter whether it is a simple graphic design or a completely new corporate identity.

“We as trained offset printers and typesetters look at print results with a much more critical eye per se, but due to ORIS we can now really print digitally, without having to make concessions. In terms of quality we are easily on a par with offset,” explains Marc Majert, Operations Manager of the company.



“Apart from repeatability, we benefit from a significantly improved quality with the ORIS software.” Marco Augustin looks very positively into the future: “Thanks to ORIS Press Matcher // Web, we achieve perfectly consistent results on all printing machines. This enables us to take the first step into producing premium photo books. We are currently establishing the necessary software requirements. We have already encountered an enormous interest in the market, and we are confident that yet again we will write another success story.”



CASE STUDY ▶ QUANTUM DIGITAL

02

FLIGHT NUMBER QUANTUM DIGITAL, AUSTIN (TEXAS), USA
TRAVEL MANAGER ORIS PRESS MATCHER // WEB | ORIS CERTIFIED // WEB
GOAL COLOR ME PROFITABLE

“Before we used ORIS, the color quality was good, but not measurable.”
– Freddie Baird, Chief Operations Officer

Austin, Texas-based Quantum Digital is a growing online service provider focused on direct marketing automation, fulfillment and response. Their core business focuses on direct mail, on-demand digital printing and innovative e-marketing solutions for enterprises and small businesses. It specializes in providing printing and mailing support to companies at field sales level. Business customers can easily order customized direct marketing materials online, which Quantum Digital prepares, prints and mails.

The branded materials of one particular Fortune 500 company, a potential customer, had to be produced under very stringent G7 color quality requirements. To address this, Quantum Digital obtained IDEAlliance’s G7 Master Printer certification, using ORIS color management in its modern high-speed printing press environment. In fact, Quantum Digital was the first all-digital printing facility to achieve G7 Master Printer status thanks to ORIS Press Matcher // Web. Baird applauded CGS’ testing, training and implementation, which enabled them to easily achieve certification and not only win the Fortune 500 account but also benefit their existing customers and add new business.

“Before we used ORIS, the color quality was good, but not measurable,” Baird said. “We didn’t have the tools nor the technical expertise to hit these colors consistently. When we brought in ORIS Press Matcher // Web, we were able to do so. We now have extremely tight colors, and we can hit it every time.” The economic results of using ORIS have been impressive. One color-critical customer, a large telecommunications company, has increased its business with Quantum Digital by 25–30 %. Baird estimates that the increase in revenue due to ORIS is in the millions of dollars. “Usually, I expect a return on investment in 6–9 months,” he said, “but in the case of ORIS Press Matcher // Web, we achieved an ROI within the first 90 days.”

The company also employs ORIS Certified // Web to verify color consistency and keep the modern high-speed printing presses within tight G7 tolerances. They also use Certified // Web to achieve and lock in specific brand colors. “With ORIS, we don’t have to guess anymore,” Baird said. “Even with brand colors, we can achieve it, measure it, dial it in and pretty much forget about it. Some of our customers demand this level of measurable color; others just benefit from getting great color. Everybody’s happy.”





CASE STUDY ► BRÜCKNER & NEUNER GMBH

03

FLIGHT NUMBER BRÜCKNER & NEUNER GMBH, OBERTSHAUSEN, GERMANY
TRAVEL MANAGER ORIS PRESS MATCHER // WEB
GOAL QUALITY AND EFFICIENCY

“ORIS Press Matcher // Web guarantees consistent color on different printing systems irrespective of printer model or printing process.”
– Bernd Neuner, Managing Director

The company for digital media design was founded in 1993 in Obertshausen by two through-and-through professionals, who previously learnt the business at one of the most renowned typesetting and prepress companies in Frankfurt. Today the company has 35 highly motivated employees and produces for customers from all over Germany and the neighboring countries. Brückner & Neuner invested in digital printing soon after the company was opened, after the purchase of an image setter and scanner. They frequently produce a wide spectrum of printed matter for demanding customers, ranging from business cards and flyers to the artwork of entire exhibition booths.



Today the company provides customers with a powerful, yet easy-to-use editing system which can be used via a secure access. “One of our strongest points is the comprehensive full-service we can offer, which always includes consulting services and a dedicated training of our customers. Although the acceptance of PDF in the market made many things a lot easier, we still generally check and edit customer files prior to printing. With this service we distinguish ourselves from Internet printers. At the same time our customers frequently discover that very often we are actually less expensive. Particularly when things need to move fast and no other solution is in sight, you regularly hear ‘just go and see Brückner & Neuner GmbH’,” Bernd Neuner says with a smile.

Quickly the company decided to use ORIS Press Matcher // Web: “Customers expect color fidelity for their corporate identity and an identical color reproduction on different printing systems, without getting into time-consuming color matching processes. For some time now, we have agreed on the ISO Coated v2 standard, commonly used in offset printing, which we use as a neutral communication color space to create output-independent data. We have a much better color uniformity now, and with the gray optimization feature we achieve a better gray balance throughout the entire printing process on all of our systems,” explains Rainer Bayer, Operations Manager at Brückner & Neuner GmbH and responsible for color management.

“We only briefly tested the software under production conditions in our company, with close support from CGS. Straight after that, we decided to match all existing color systems to the ISO standard, using ORIS as a color server, from the layout proofer in the prepress department to the large-format printer with eco-solvent inks.

“Within a very short time we were able to improve the quality and efficiency of our digital printing department. Since we now use a largely automated color transformation process, anyone here can perform. This allows us to produce perfect results in the shortest time, instead of having to go through a tedious profiling process,” Bernd Neuner concludes.



CASE STUDY ▶ HIRTE GMBH & CO. KG

04

FLIGHT NUMBER HIRTE GMBH & CO. KG, HAMBURG, GERMANY
TRAVEL MANAGER ORIS PRESS MATCHER // WEB | ORIS CERTIFIED // WEB
GOAL CONVINCING COLOR ACCURACY

“Since Hirte obtained the ORIS Color Tuner // Web we can now visualize countless effects already in the design phase.”

– Dieter Dolezal, responsible for Technology & Development

As an experienced partner for creative processes in all media productions Hirte GmbH was founded in 1973 in Hamburg. The company consists of the headquarters in Hamburg, the photo studio “adP”, the creative studio “Vertuschen”, and a branch in Bremen. They cover not only classical prepress tasks for their costumers from industry, commerce and the agency area, but also fulfill tasks from process optimization to media logistics.

One of the company’s most important field is the Hirte packaging team. In this field the costumer gets provided with classical pre-package tasks as well as a broad portfolio of services starting with the virtual package design and ending in the production of package samples.

Not too long ago Hirte could already provide normal, color-accurate proofs with their previous printing systems, but not on established semi-matte substrates. “Since the company obtained the

Roland VS-300 in combination with ORIS Color Tuner // Web we can now visualize countless effects already in the design phase, which used to be only possible with laborious and expensive techniques like Kodak Approval or Cromalin,” says Dieter Dolezal, Technical Officer at Hirte.

The most important application is printing on packaging substrates of all kinds, e.g. on transparent foil, aluminum foil or adhesive vinyl, including metallic ink. “We are especially convinced about the color accuracy and the high printing speed, as well as the low production costs compared to Kodak Approval. Also the low purchase costs were one of the main reasons to obtain the system in March 2011.”

In the near future the Roland VS-300 will be used more heavily for the production of samples in the company’s own creative studio. Possible are samples on e.g. shrink foil or even 100 labels only as digital zero patterns.





CASE STUDY ▶ STANDARD REGISTER

05

FLIGHT NUMBER STANDARD REGISTER, DAYTON (OHIO), USA
TRAVEL MANAGER ORIS PRESS MATCHER // WEB | ORIS CERTIFIED // WEB
GOAL ORIS: THE POWER OF COLOR

“Consistent color – matching digital-to-offset and digital-to-digital throughout every plant – is an absolute requirement.”

– Steve McDonell, Vice president of Engineering and Sustainability

Headquartered in Dayton, Ohio, and with facilities throughout North America, Standard Register has a long history (since 1912) of facilitating business effectiveness through innovations in document technology and information management. With the advent of digital color printing, the company saw the opportunity to transform its transactional document business into a high-value color communications and marketing service for major brands. It also developed a long-term, consultative relationship with its clients and their brands.

“Demand for color quality has increased,” says Steve McDonell, Vice President of Engineering and Sustainability. “Our clients depend on Standard Register to deliver branded materials, in any quantity, on demand, at multiple locations, and to extremely high color quality standards. Consistent color matching digital-to-offset and digital-to-digital throughout every plant is an absolute requirement.” McDonell cannot disclose the names of Standard Register clients, but indicates that they are very large corporations with highly visible consumer brands.



After evaluating several color management systems, the ORIS solution emerged as the best overall solution to Standard Register’s brand color needs. By using ORIS’ patented process, Standard Register operators were able to match digital press output to offset, and to maintain color consistency on the device over multiple runs. Device-to-device color match particularly for critical spot colors was achieved not only for similar devices in different locations, but also between different devices from the same manufacturer, and even between devices from different manufacturers.

The ORIS solution also dramatically reduced the amount of manual labor involved in calibrating devices and tracking device performance. ORIS Press Matcher // Web uses an automatic, iterative process, scanning a standard color target printed on the device, resulting in automatic device calibration to a defined normal state.

“Having this level of critical color accuracy over a multi-site network gives us a tremendous advantage,” says McDonell. “About 60 % of our clients are within a 1-day ground delivery zone from one of our production facilities, and more than 90 % are within a 2-day delivery zone. That means we can offer high quality and rapid response, at a competitive price. ORIS filled in the critical color piece, so we could do it all.”

Standard Register has helped many of its clients maintain their brand identity in powerful and cost-effective ways. By implementing ORIS for hands-free color management of its digital print operations, the company has clearly transcended the role of being a mere commodity provider. Standard Register has invested in the tools and technical savvy that have made it an integral supply chain provider for high-end marketing and brand image communication.



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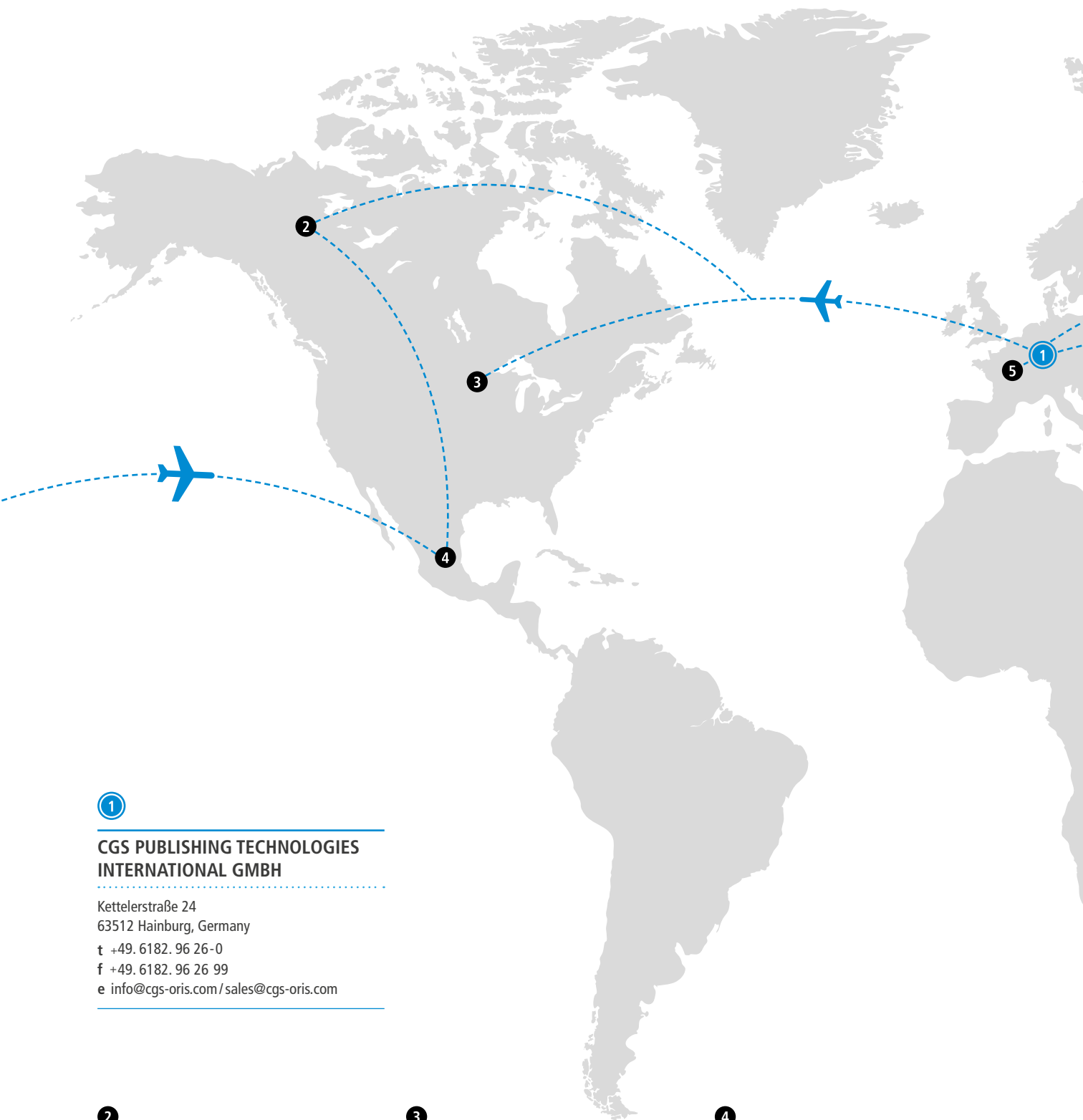
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DIFFERENT PRINTING PROCESSES – IDENTICAL COLORS

