

The Graphic Industry Standardization Company

# Alwan

Color Expertise

## Color Control & Standardization across printing technologies

PUSH TO STANDARDIZE



# Color Control & Standardization across printing technologies

## THE COMPLETE SOLUTION

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**Alwan CMYK Optimizer** standardizes PDF color spaces and total area coverage (TAC) according to ISO 12647-2; 4.2.1 and 4.2.7 requirements.

The result is that no problematic PDF files can get anymore into your prepress workflow and RIP.

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Automated press-side instruments accurately measure printed color bars solids and dot gain and gray balance patches (optional).



Closed-loop systems can set press ink keys and printed solids automatically according to ISO 12647-2; 4.3.2.3 requirements (optional).

The result is fast make-readies as well as even and stable inking throughout the print run.

4 5 6 7



**Alwan PRINT Standardizer's** closed-loop with the CTF or CTP RIP tracks press TVI and Gray Balance deviations and automatically generates Dot Gain Compensation Curves to set them according to ISO 12647 or G7® requirements.

The result is a press printing to standards, for every job, everyday, with OK Sheet and Production reports according to ISO 12647-2; 4.3.2.3 and 4.3.5 requirements for Deviation and Variation.



# optimizer **CMYK Optimizer**



## Description:

Color Preflight and Standardization software  
Dynamic color management and black generation for an unequalled color accuracy and ink savings



## Unique Features:

- Complies with the requirements of ISO 12647 and G7® for commercial and newspaper printing.
- All embedded profiles, color spaces as well as the output intent of the PDF are honored as required by ISO 12647.
- All embedded graphics and images rendered Total Area Coverage is calculated and limited to ISO 12647 compliant limit.
- Dynamic technology allows for color management and TAC reduction to occur without any shift of color or loss of contrast.
- Apply TAC reduction independently of color management and systematically on all PDF files.
- IPA's recent and independent study lead by Ryerson university clearly showed

that Alwan CMYK Optimizer is the PDF color management server that generates the highest ink savings, without any visible change in printed color or contrast.



- Smart GCR ( $\Delta E < 0.5$ )
- Dynamic Ink saving (26%)

## Target Users:

- Publishers
- Sheetfed Printers
- Web-Offset Printers
- Digital Printers
- Packaging Printers

## Integration:

- Available in hotfolder and Command-Line-Interface (subject to specific license agreement) versions, CMYK Optimizer can be integrated into any existing prepress system for analog or digital printing:
  - AGFA ApogeeX
  - DALIM Twist
  - ENFOCUS Switch
  - FUJI XMF
  - HEIDELBERG Prinect
  - KODAK Prinergy
  - ...

## CMYK Optimizer Editions

Editions	PrePress	Press	Eco
Dynamic DeviceLinks® Color Management			
GCR Settings: No K, Light, Medium & Heavy			
GCR Settings: Maximum GCR			
Dynamic Ink Savings			
Dynamic TAC (Total Area Coverage)			
Ink Consumption Statistics			





# PRINT Standardizer X



## Description:

Alwan Print Standardizer®, is an Industry-First automated Quality Control and Assurance server system for the pressroom. It provides printers with an easy and automated way to calibrate their conventional presses and digital printers in order to achieve ISO 12647 and G7® conformance after few hours in production.

## Main Features:

- Takes color measurements from any auto-scanning or handheld instrument
- Controls print quality and ISO 12647 / G7® conformity
- Dynamic Press Calibration™ technology: measurement qualification, filtering, sorting, averaging...
- Automated and pro-active Dot Gain Compensation (DGC) curves generation for every press and every paper
- Automated export of compensation curves to RIP
- Easy integration in existing print production workflows
- Automatic generation of ISO 12647 and G7™ conformity reports in PDF and xml formats



# Alwan Color and Print Tools



## Main Features:

- ICC DeviceLink profiles generation tool
- Improved proof color and visual match
- Accurate Press to Press color match
- Optimal output black generation and TAC (total area coverage) for the destination printing press
- Preservation of C,M,Y,K, CM, CY, MY colors purity with dot gain compensation
- Preservation of achromatics
- Preservation of CMY colors under solid black
- Preservation of solid and registration marks



# PRINT Verifier X



## Main Features:

- Proof and Print Verification tool
- Supports ISO 12647, ECI/FOGRA and IDEAlliance® printing conditions
- Easy installation and use thanks to pre-defined presets and a user-friendly interface
- Runs on MAC and PC
  - Direct support of X-Rite and Techkon Handheld instruments
  - Imports CGATS measurement files from X-Rite MeasureTool and ColorPort, Chromix ColorThink etc.
  - Ability to customize, export and import Quality Control settings enabling secure and reproducible quality-control operations between print buyer and printer
  - Automated generation of assessment and certification reports in PDF document or label size format



# CMYK OPTIMIZER SUCCESS STORY



*Alwan CMYK Optimizer ensures winning results for Mondadori Printing. Extraordinary color and quality for famous Pirelli Calendar Book.*



Mondadori Printing is one of the largest graphic companies in Europe. With a workforce of over 1,500 employees, the company can print using offset, web offset, gravure and flexography. Mondadori's color management requirements reflect a common trend in today's dynamically evolving industry. Operators must handle files coming from every corner of the world. However when it comes to color management, their ability to intercept errors and potential problems from incoming files is very limited. Alwan

provides an effective solution to this problem with its award winning CMYK Optimizer software which is based on Alwan's Dynamic DeviceLinks® technology.

Sergio Brunelli, head of prepress and offset quality control at Mondadori Printing, provides an example of why Alwan CMYK Optimizer is an absolute must in their production workflow: "A client provided a PDF file that was only suitable for web offset printing. All of a sudden he decided to switch to gravure printing at the very last minute. In view of the tight production schedule and costs related to converting the digital files, we intervened on the files using Alwan CMYK Optimizer software. Thanks Alwan technology, the files were converted directly from web offset to gravure avoiding the problems of black channel management».

Alwan CMYK Optimizer's record for delivering successful results gave Mondadori another technical edge to handle the demanding print requirements for the famous Pirelli Calendar book which included 44 years (1963-2007) and hundreds of black/white and color images which were color managed and separated in different and heterogeneous ways over the years:

«At first, it was practically impossible to reproduce such different images with any degree of quality. Then separations were rebuilt using Alwan's Dynamic technology which enabled optimal printing conditions to be achieved within a very short time.

The resulting files were easy and fast to print, overmore, Alwan's Ink Savings were really significant," states Brunelli.



# PRINT STANDARDIZER X SUCCESS STORY

*SunDance Graphics, Nationally-awarded Orlando print company, reveals the secret of its production accuracy and consistency: the state-of-the-art quality control system, Alwan Print Standardizer.*

With more awards than employees, Sundance Graphics is an enigma. Whereas no one can question the production quality of the Orlando printer, some are eager to know what technology enables such accuracy.

"Our business is in art print reproduction" said JohnHenry Ruggieri, Director of Operations. "On the initial run we need to match the artist's original piece, and



then we must reproduce that run 6 months to a year later. Often these pieces are "mates", meaning one run will be hanging right next to a piece done on a previous run, so color variance is very easily noticed." With such high customer expectations, SunDance Graphics needed an automatic high-performance solution.

They sought a solution that had the ability to be quickly integrated into the workflow, that was easy to use and was independent of any manufacturer, allowing flexibility and freedom of choice in future equipment updates.

"We had consultants from three companies come out to help us before we went with Alwan Print Standardizer," confessed Ruggieri, revealing the winner of his tests.

Available on both Mac OS and Windows, Alwan Print Standardizer can be connected to any measurement instrument, and requires few hours to instal. "Installation was very quick and easy, while Alwan Print Standardizer helped greatly with print quality and matching proofs," added the Director of Operations, who had appointed the Expert Consultant David Hunter from Pilot Marketing to lead the project.

As a successful and growing print company, SunDance Graphics continues its development with Alwan's solution, which doesn't just maintain the highest accuracy and consistency, but also ensures ISO conformance and G7® calibration, helping to cut waste and reduce make-ready time to the minimum, and offering one of the fastest return on investment: "A return on investment of 1-3 months, depending on whether or not I included some of the immeasurable savings" concluded Ruggieri.



# About Alwan Color Expertise



*Alwan Color Expertise was founded in Lyon, France, in 1997 by the current President Elie Khoury. His vision - to demonstrate how important it is to standardize and control color throughout every stage of production - has resulted in the company becoming a world leader in standardization and color management implementation.*

*Today, Alwan provides software to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers. Alwan Color Expertise offers a choice of four full-featured software solutions. Each delivers specialized capabilities that enable all partners along the graphic production line to guarantee the color accuracy of their work, while ensuring optimum production further down the line.*

*Alwan has recently established very strong partnerships with many graphic industry players who are involved in standardization worldwide. They include research organizations, universities, software publishers and OEMs.*

*Alwan Color Expertise has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading prepress and RIP manufacturers are either providing Alwan technology with their products or recommending it with their systems.*

## Contact us

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