

# Alwan

Color Expertise

## Success Story

### Online Printer Reclameland loves Alwan Color Standardization!



Digital: HP Indigo  
Offset: Heidelberg Anicolor  
6 Large format printers



Workflows:  
Switch  
Harlequin RIP



ColorHub  
PrintStandardizer



Reclameland is a fast growing Dutch 'online printer', who combines Internet based ordering of a wide range of printed products with full in-house high quality color production. Automation is Reclameland's key word. Alwan color solutions were selected to improve printability and to standardize quality on their offset, digital and large

format outputs. Thanks to Alwan, Reclameland saves ink by lowering the ink coverage without losing quality. Because this happens automatically, this also saves time for the online printer.

Reclameland produces since 2010 and has been working with Alwan since 2013. The online printer prints hundreds of orders on a daily basis. Alwan ColorHub is integrated with Switch in the ordering system and takes care of color standardization, media adaptation and ink optimization for the entire production. Alwan's PrintStandardizer is used to check conformity with ISO12647 standard and adapt output for different media and printing processes.

Wouter Haan, managing director of Reclameland, is very satisfied with the results experienced in now almost 2 years using Alwan color standardization solutions: "We like 'best-of-breed' workflow building blocks, that provide flexibility and does not tie us to one vendor».

He added: «Customers and Reclameland prefer maximum quality and performance. Alwan is exactly delivering this. «It pairs a minimum of make-overs and human interventions with a maximum of quality and productivity».

**«Alwan Solutions pair a minimum of make-overs and human interventions with a maximum of quality and productivity»**



## ABOUT RECLAMELAND



Reclameland B.V. is a highly dynamic company that is specialised in printing. Servicing over 50.000 customers in Benelux and Great Britain. The traffic and in-house production is based in Roden in the North of the Netherlands. Customers rate Reclameland with a 9.8 on Trustpilot, a figure that makes us proud!

## ABOUT ISI PUBLISHING INNOVATORS



ISI publishing innovators delivers high quality and innovative automation solutions in the field of creation and processing communications. The emphasis is on open standards and connectivity with the world around us.

ISI is developing web-to-print solutions based on Adobe InDesign Server and works with Alwan Color on color standardization and Enfocus on workflow automation. ISI is serving the complete chain of document creation up to (digital) printing.

ISI's customers are to be found in the entire publishing chain. Together with the traditional printing companies, the products and services of ISI are also excellent for all organizations where optimization in the marketing processes is required.

For more information, please contact [menno@isi.nl](mailto:menno@isi.nl)

## ABOUT ALWAN COLOR EXPERTISE



Alwan Color Expertise ([www.alwancolor.com](http://www.alwancolor.com)) was founded in Lyon-France in 1997 by the current President Elie Khoury. His vision—to demonstrate how important standardizing and controlling color is throughout every stage of production—has resulted in the company becoming a world leader in standardization and color management. Today, Alwan Color Expertise offers a choice of full-featured Color Management and Standardization software solutions to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers. The unique benefit of Alwan technologies is that they enable conventional processes such as offset, flexography and gravure, and digital machines such as digital printers and large format presses to produce consistent, predictable and matching colors.

For more information, please contact [info@alwancolor.com](mailto:info@alwancolor.com)

ALWAN COLOR EXPERTISE - [info@alwancolor.com](mailto:info@alwancolor.com)

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