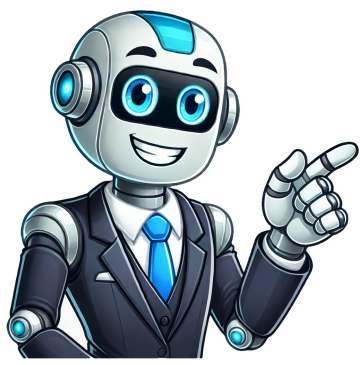


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****Achieving Color Consistency: Key to Brand Recognition****To consistently meet a client's precise color requirements, a reliable color management system is crucial. As a top ink and coating supplier, our team of Color Perfectionists and packaging converters incorporating best practices to minimize waste, boost productivity, and ensure accurate color reproduction. A hands-off approach often leads to poor print quality, inconsistent color across packaging materials, resulting in compromised brand recognition, dissatisfied customers, and increased costs. ****Effective Color Management for Printers and Packaging Converters****To consistently deliver client-specified colors while optimizing efficiency, a predictable color management process is vital. ****What is Color Management?**** It's the process ensuring color reproduction matches the original design with precise, true colors - a critical aspect of printing and media projects. Inconsistent colors can undermine project outcomes, particularly for brand owners. ****Common Challenges:**** * Ensuring consistency across global supply chains, packaging substrates, and printing technologies ****Best Practice #1: Unify Partners with a Shared Methodology**** * Define systems, tools, programs, and reference materials with packaging supply chain partners * Utilize calibration tools (e.g., G7 method) to ensure designers' and brand managers' specified colors match production colors * Our INX Color Perfectionists employ the G7 method for achieving visual similarity across all print processes, ensuring: + Gray balance + Neutral tonality (ISO G7-based printing standards) + Remarkably similar print products to the human eye ****Benefits:**** * Simple, powerful proof-to-press matching * Enhanced brand quality management * Increasing adoption among our customers, driving improved color consistency and overall project success. CPG brand managers are now requiring their printers and converters to be G7 Master Printers, ensuring that printing facilities have calibrated their equipment to meet G7 requirements, which includes three levels of compliance: G7 Grayscale, G7 Targeted, and the most stringent, G7 Colorspace. This qualification allows printers to quickly achieve color accuracy, reduce waste, reproduce jobs on different platforms, and match proofs across various print platforms. **Best Practice #2** emphasizes working with color experts who can address issues such as ink mixing, color matching, and coatings affecting print quality. Many customers struggle with these challenges, and a plug-and-play solution or in-house team combined with experienced specialists can help resolve them, allowing businesses to focus on their core activities. **Best Practice #3** involves committing to education and training on G7 specifications and various equipment and software programs. INX conducts G7 sessions at customer facilities, providing technical training, identifying touchpoints impacting color consistency and repeatability, and recommending new procedures and best practices to overcome barriers in maintaining consistent color matching. The article also highlights the importance of **Best Practice #4**: investing in and maintaining quality equipment and software. This includes investing in state-of-the-art color measurement instruments and software, ensuring each press is calibrated to G7 specifications, having a G7-based ICC profile for proofing devices, calibrating spectrophotometers, and having a spectrodensitometer on each press. By following these best practices, businesses can ensure accurate color reproduction, reduce waste, and increase efficiency in their printing processes. **Given text: paraphrase this text: or measurement on the printed product to verify it is to specification. Use blanket cameras to inspect for defects and a densitometer to inspect the density of the ink ensuring it matches the standard. Employ color inspectors to ensure colors match the standard. Incorporate some type of closed loop color system on each press to balance the sheet faster and reduce waste. Implement a software measurement program such as Measure Color or pressSign to help you stay consistent from sheet to sheet. Best Practice #5: Establish effective communication protocols** Perhaps not surprisingly, another common color management challenge is communication, or a lack thereof. Color communication between brand managers, packaging designers, and packaging printers can quickly become problematic without the right people and processes in place to ensure that the precise color information is delivered throughout the supply chain. This becomes even more challenging as your supply chain becomes more complex with partners around the globe who are speaking different languages, in different time zones, working with different factories with different processes in place, and varying approaches to quality control. Although it may seem obvious, it's not always so straightforward to make sure that the color you communicate to one partner is the same at every point along your supply chain where information is exchanged. **Best Practice #6: Implement a color management workflow** As a leading ink and coating supplier with a team of Color Perfectionists, our focus is dedicated to helping brand owners, graphic designers, packaging providers, and printers deliver brand colors accurately and consistently all across the globe. When we conduct an audit of a customer's press room and color management process, we frequently uncover workflow procedures that need to be modified in order to reduce the probability of color inconsistencies and quality issues and improve efficiencies in their color management process. The following are fundamental color management workflow recommendations to help establish or enhance your color management method: When a print job is run for the first time and the color is approved, that print sample should be used as the standard for any repeat jobs in the future. This standard is a sample that was produced with your press, your substrate, and your ink. Target color values should be established from actual samples printed on a production press in your environment rather than from a PDF, lab print, Kodak, or some other color samples. For metal decorating, the ink maker should provide the first swatch to the brand owner (the INX Color Catalog can be utilized for accurate color selection on aluminum) and the provided/selected swatch(es) should be utilized for color qualification until the initial sample is created and sent to the brand manager for approval and once approval is received, ultimately becomes the standard. Ensure that your color management workflow allows you to put ink pre-sets into the job data and that you are able to import plate curve adjustment data while you are working on color calibration. Ink pre-sets are essential in make-ready on a job. Certification in G7 methodology can help press operators overcome frustrating inventory requirements and productivity degradation when dealing with 250 sheets or more. INX Color Management Services and Solutions can guide customers through this process. Regular equipment calibration is crucial, especially for spectrodensitometers, which should be calibrated daily. Closed-loop press systems require calibration at least weekly. In today's competitive market, packaging plays a critical role in influencing consumer choice. Consistent color quality that meets exacting specifications is essential to ensure brand loyalty. A successful color management system can reduce costs, speed up product launches, and improve brand image. Konica Minolta offers easy-to-use tools for managing file format color requirements for digital printers. This software ensures precise color matching output, prevents misprints, and streamlines job processing. Accurate color control is also vital to prevent issues caused by varying image capture devices. APCM Suite provides a comprehensive set of tools for linearizing, calibrating, profiling, validating, and controlling color quality in printing presses. Its user-friendly interface and workflow interaction make it simple to use even for inexperienced users. This results in maximized output from printing presses, efficient workflows, and reduced learning curves for operators.

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