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ELIMINATING LSD

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WHAT IS A **LSD** ?

LSD – **L**ack of **S**tandard **D**efinition

WHY?

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WHAT IS A **LSD** ?

LSD – Light - Standard - Dark

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Light

Standard

Dark

Doing **LSD** is still a standard procedure...

FEAR N° 1

AGE & CONDITIONS

FEAR N° 2

POOR Light Conditions…

FEAR N° 3

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Virtual World…

REALITY...

We are talking a lot about

ENVIRONMENT, SUSTAINABILITY & RESPONSIBILITY

We are talking a lot about

POLLUTION

We all know that **PACKAGING** has its purpose…

Therefore, we <u>must</u> use PACKAGING MATERIAL:

- ✓ to contain
- ✓ to protect
- ✓ to preserve

By doing LSD, we create:

WASTE

- Material / Substrate
- Inks
- Manpower
- Machine Time
- Energy

Facts:

- Doing LSD is still a standard procedure
- 3.000 – 10.000 meters of wasted substrates

105 meters x 68 meters = 7.140 m^2

BACK 2 BASICS

THE GRAPHIC SUPPLY CHAIN

Standard
or “0” Repro

1. Artwork:

- Technical document
- Illustrator Format
- YMCK
- Ok for size, format, text and placement of all elements

THE GRAPHIC SUPPLY CHAIN

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Standard or “0” Repro

Process Specific Repro

First workflow error to **screw-up time-lines** and create **mistakes**

1. Artwork:

- Technical document
- Illustrator Format
- YMCK
- Ok for size, format, text and placement of all elements

2. Color Separation:

- Needs to be d[illegible]or all printi[illegible]
- [illegible]ss-specific
- Color selection / color separation

Modifications

THE GRAPHIC SUPPLY CHAIN

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Standard
or “0” Repro

Process
Specific Repro

First step to
inconsistency

THE GRAPHIC SUPPLY CHAIN

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Standard
or “0” Repro

Process

First step to
inconsistency

Printer A.

1		Black
2		Blue
3		Green
4		Red
5		Cyan
6		Magenta
7		Yellow
8		White

8 colors / cylinders

Printer B.

1		Black
2		Spot Blue
3		Spot Red
4		Cyan
5		Magenta
6		Yellow
7		White

7 colors / cylinders

Printer C.

1		Black
2		Dark Blue
3		Cyan
4		Magenta
5		Yellow
6		White

6 colors / cylinders

HARMONIZE & STANDARDIZE
SPOT-COLORS

THE CONSEQUENCE…

and
wasting packaging material
every time…

BRAND OWNERS expect consistency and uniform quality:

Regardless:

- Where and when it is printed
- What printing technology used
- Which Inks or Substrates used

HOW TO SET STANDARDS

Standard or “0” Repro → Process Specific Repro → **PRINTER** Specific Repro

3. PRINTER Specific Repro

- Standard Color separation
- Applying the **printer-specific profile**
- **Print Color Management**
  Fingerprinting & Profiling

Fingerprinting and Profiling:

With today's technology and the possibility to produce
« printer specific » color profiles,
we are able to produce **« digital target-proofs »**
which simulates perfectly the final printing results prior to the print-run.

DEFINED COLOR-SPACE

taking into account:

- ✓ Printing machines and parameters (speed, doctor-blades, drying, etc.)
- ✓ Inks
- ✓ Substrates

Gravure printing is recognized as the most stable process, it's uniformity, color-intensity, high-definition and reproducibility …

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as long as you remain with the same…

Standardized PROCESS

Machine Parameters

Ink Supplier

Substrates

Cylinder Engraver

Check &Measure.

CONTINIOUS PROCESS CONTROL

during the print-run

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For CMYK:

- Standard-Densities
- Color-Space (LAB)
- Viscosity

According to Fingerprint

For Pantone-Colors (Spot-Colors):

- Defined and measurable tolerance of +/-△E 2 maximum

Digital Contract-Proof

Cylinder-Proof

Print-Run

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and as a result:

- ✓ the Digital contract-proof
- ✓ the cylinder-proof
- ✓ the production print-run

will match perfectly…

Let’s work **together** to eliminate ~~L~~ S ~~D~~ and work with 1 Standard

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- Save **Time**
- Save **Costs**
- **HELP** to
  Save **OUR PLANET**

1 Standard

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THANK YOU… ☺

When you focus on problems, you get more problems.
When you focus on possibilities, you have more opportunities.