

# pressSIGN Global Print Management GPM



**Bodoni Systems**

# Benefits to brand managers and their clients using pressSIGN Global Print Management (GPM)

## CONTENTS

- [Brief overview](#) ..... 3
- [Improvement in Quality](#) ..... 3
  - Help to the printer* ..... 3
  - Open Information – Everyone aware of the results*..... 4
  - Print target maintained throughout the print run* ..... 4
- [Consistent print across the supplier base](#) ..... 4
  - Centralising and controlling print targets*..... 4
  - Matching previously printed jobs*..... 5
  - Matching colour on different substrates* ..... 5
  - Matching colour – using a variety of print processes* ..... 5
  - Spot colours – Pantone*..... 5
  - Spot colours – user defined* ..... 5
  - Spot colour tints* ..... 6
- [Monitoring Colour Quality Remotely Saves Time and Money](#) ..... 6
  - Colour-coded measurements*..... 7
  - Financial Negotiations*..... 7
  - Soft (production) proofing* .....
- [Analysis and comparison](#) ..... 8
  - pressSIGN GPM helps you use resources wisely* ..... 8
  - pressSIGN GPM for clients*..... 10
- [Postscript](#)..... 10
- [Workflow using pressSIGN GPM](#)..... 12

## Brief Overview

pressSIGN GPM provides the ability to monitor and control print quality wherever the job is printed and whatever the print process.

pressSIGN evaluates every measurement and job giving it a colour coded score. These measurements are automatically sent to a central server as the job is printed where it can be monitored in real time and press passed remotely.

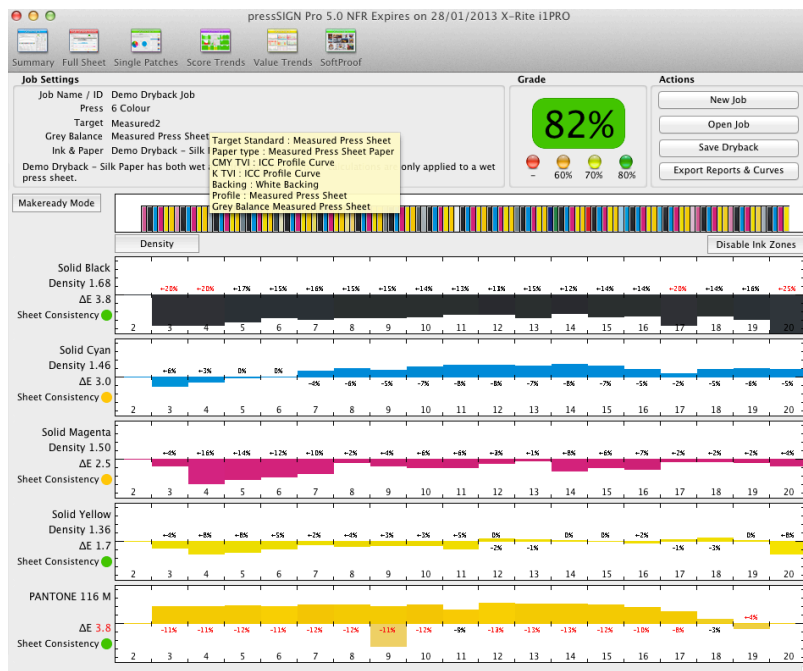
pressSIGN has powerful reporting capabilities that allow you to produce graphical analysis of single and multiple jobs for use with clients and internally.

pressSIGN GPM provides GMI with lower costs, higher quality and better customer service for clients.

## Improvement in Quality

### *Help to the printer*

pressSIGN not only monitors print quality it also shows the printer how to make the adjustments to achieve the target. pressSIGN's Dynamic Density Adjustment (DDA) technology shows the operator how to get to best colour on press. pressSIGN's tonal curve adjustment makes it easy to update plate curves or tonal curves on digital devices.



*Open information – everyone aware of the results*

Traditionally a printer has provided one or two samples to demonstrate that the job has been printed correctly. This will always be the best example from the whole print run and may not be representative of the whole job. Brand managers can now request that the supplier measures a sheet every 10 or 15 minutes throughout the run and keep these sheets for 3 months in case an audit is required.

The quality of production improves dramatically when the printer is aware that all measurements are being monitored by the brand manager.

pressSIGN GPM gives the brand manager a complete and objective review of the whole job.

Where brand managers and print facilities companies have introduced pressSIGN GPM they have noticed a significant increase in print quality from their suppliers.

At most print factories the press minder is, to a large extent, the quality controller. The information about how the whole job is printed is largely in the hands of the operator. pressSIGN GPM gives access to the quality of the print to both the client and the print company's management. This in itself encourages better quality print.

*Print target maintained throughout the print run*

All other press control tools allow the minder to re-set the target based on the OK sheet. Whatever the print target, agreed between client and supplier, it will be changed by the operator when he gets to the point that he is happy with the job and presses the button to say this is the OK sheet.

ISO 12647 allows a tolerance of 4 Delta E (Delta E is a measure of colour difference) between the OK sheet and the actual print. Given that there is an allowable tolerance of 5 Delta E from the original target to the OK sheet, the operator can be running at up to 9 Delta E difference and still be conforming to ISO 12647 specifications.

As most of us can see a colour difference for most colours at around 3 Delta E, and for some colours this is much less, then this way may suit the printer but it doesn't ensure consistency between suppliers or the highest quality print.

pressSIGN GPM, however, utilises the same press target throughout the run but at the same time measures and reports the consistency of the print run based on the OK sheet.

**Consistent print across the supplier base**

*Centralising and controlling print targets*

pressSIGN GPM allows the brand manager and clients to define the print target, including the tolerances and the scoring method, centrally and apply

this to all suppliers. This ensures that all print suppliers working on a campaign are being judged by the same criteria, and makes it easy to see who is performing well.

The print target can be based on any international standard such as ISO 12647, GRACol G7 or Japan Color. Alternatively the standard can be an ICC profile or a previously printed job.

#### *Matching previously printed Jobs*

pressSIGN GPM can measure any set of print patches and make this the new target. If a client has decided that a particular print run is exactly what they want to achieve. The measurements can then become the new print target with the tolerances and scoring customised and the resulting target exported to other suppliers.

#### *Matching colour on different substrates*

One of the problems of printing in multiple locations is the inability to source an identical substrate at each site. If the substrate colour is different from the target substrate then the printed image will look different even if all other targets are hit. pressSIGN GPM has the flexibility to automatically adjust the target colours based on the colour of the substrate. Because our eyes take into account the background when assessing colour, adjusting the print target to the substrate means that the visual match between prints is much, much better.

#### *Matching colour – printing with different process*

Matching print on different paper colours is difficult enough, when a campaign has to be printed using many different print processes like screen, litho and flexo matching images becomes even more of a problem. The inks as well as the substrates in use can be radically different. The only way to achieve colour consistency in these circumstances is to target grey balance i.e. the mixture of CMY. pressSIGN allows the brand manager to set grey balance as the essential target using patent pending 4CX technology.

#### *Spot Colours - Pantone*

pressSIGN includes the PANTONE™ libraries. When a job contains a Pantone colour you know that the operator is using the official Pantone library to make the correct adjustments on press. He is not using his eye and comparing it with a soiled book or relying on the ink supplier. pressSIGN reports back the accuracy of the match.

#### *Spot Colours – User defined*

pressSIGN GPM allows the brand manager to set their own spot colours and export them to the appropriate print supplier. A library of spot colours can be created by measuring the colours, by typing in the colour values or by importing colour data. This ensures all print suppliers are matching the correct colours defined by the brand manager.

### Spot Colour Tints

pressSIGN GPM includes a unique technology called Visual Linear Target (VLT) to ensure customers get the smoothest possible spot colour tints. VLT show the printer how to adjust the tonal curve so that the spot colour tint is evenly spread throughout the gradient. See the example below.



*Un-adjusted spot colour print*



*Spot colour images adjusted using VLT*

### Monitoring Colour Quality Remotely Saves Time and Money

pressSIGN's powerful monitoring tools mean that wherever the job is being printed the data is arriving in the central server and can be monitored from anywhere. There is no need to be at a particular location, as pressSIGN GPM

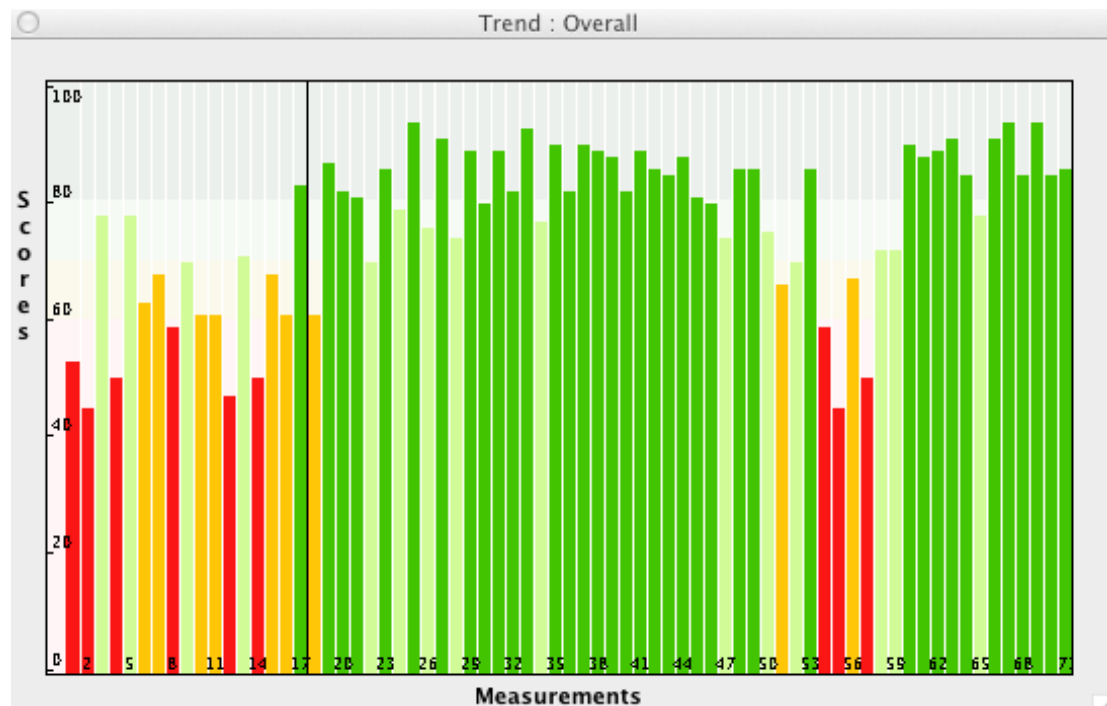
is available across the internet for all the brand manager's personnel with the correct login rights and with the option of offering their clients access to their data.

pressSIGN GPM is available as a cloud service so the location of the server is irrelevant.

The ability to monitor the quality of suppliers remotely reduces the brand manager's costs. There is less need to visit suppliers to press pass jobs reducing travelling costs and freeing up personnel to perform more useful functions. One person can oversee multiple suppliers while they are printing and wherever they are printing.

#### *Colour-coded measurements*

Every measurement taken by the operator is scored based on the print target set by the brand manager. These scores are colour coded to make it easy to read and see whether the job was printed correctly. In the example below, each bar represents a measurement. Each measurement is timed.



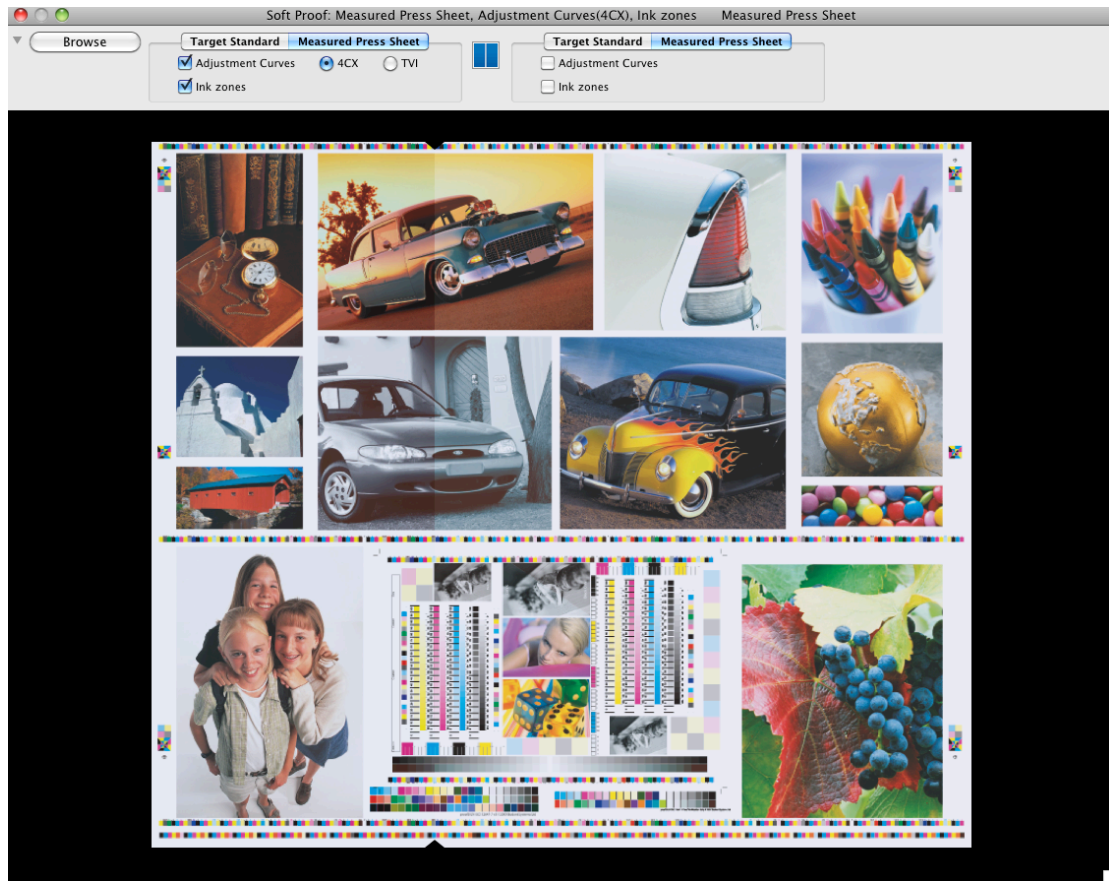
We can see how long it took for the operator to reach production (the black line in the chart) and how many measurements he took. The graph clearly shows that in the middle of the job there was a problem. We can then check how long the problem existed and whether the production from this part of the job was destroyed or not. The brand manager can customise the scoring system to ensure that it meets customer requirements.

#### *Financial Negotiations*

Having a clear and objective understanding of how well the whole job is printed enables the brand manager to negotiate from a position of strength with their suppliers. Would the brand manager pay the same for the job above as they would if all the measurements were in solid green?

### *Soft (production) Proofing*

pressSIGN GPM includes soft proofing, the ability to visually compare the target with the actual print. Open up an image of the job and move the slider from side to side or up and down, and see the visual difference between the ideal print target and the actual print.



As measurements arrive from the printer the brand manager personnel can see the job that has been printed and visually compare it with the required target. If necessary, the brand manager can communicate directly with the printer and approve the job remotely.

pressSIGN GPM soft proofing even allows you to see what impact the paper will have on the printed image before printing has started or see if the image can be improved by adjusting the tonal curve. This can all be fed back to, and discussed with the printer before the job is fully printed and it is all too late.

### **Analysis and comparison**

pressSIGN GPM reports provide a wealth of information that can be used to compare and analyse the performance of printers by campaign, by country over time and much more.

### *pressSIGN GPM helps you use resources wisely*

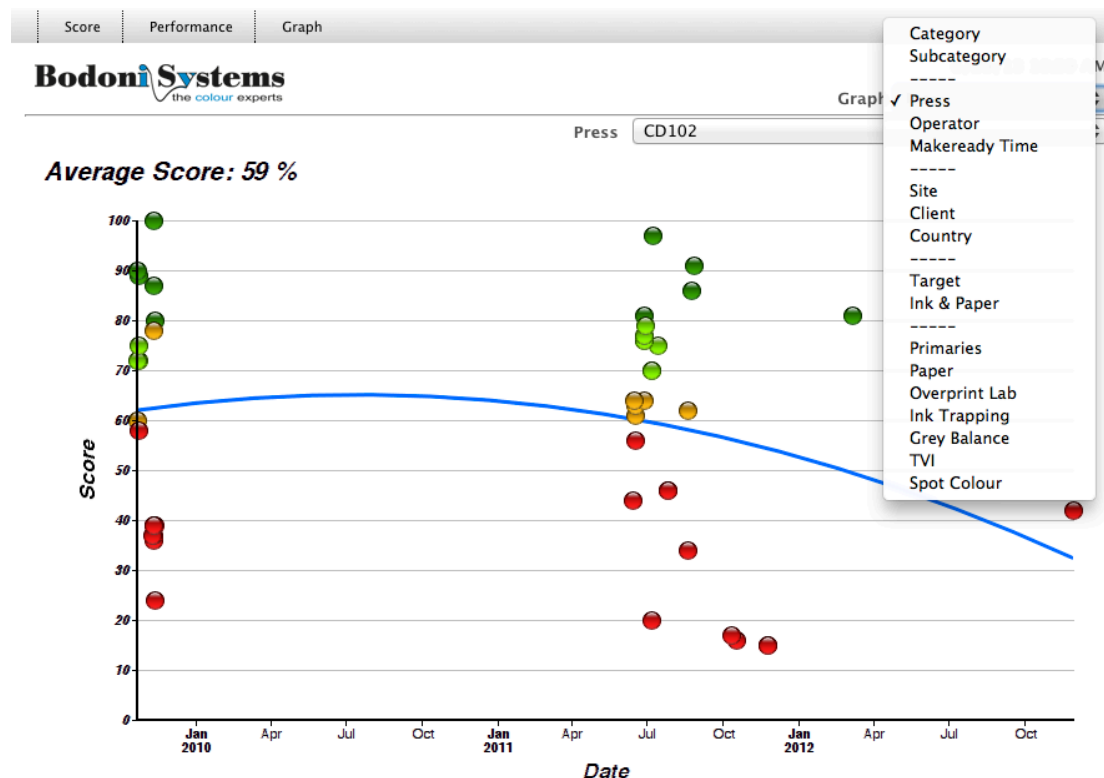
The ability to mine the data from multiple print sites gives the brand manager a much greater control of how they use their resources most effectively.



Print sites can be ranked and compared. For example, we can select a print campaign or a sub-section of a campaign and compare the various print sites on how they performed. The brand manager can then decide if they want to give another job to the printer who came below the acceptable level or use the ranking to negotiate a better price.

Rank	Press	Score	Count
1	4 Spot	100%	1
2	Test	100%	1
3	8 Col Back Flopped	100%	1
4	16 Colour Digital Printer	100%	1
5	Goss M600	100%	1
6	705	100%	1
7	Generic Press	100%	1
8	Leppard	100%	1
9	6c	100%	1
10	Misc	100%	1
11	Man Roland 707	100%	1
12	Sm74	100%	1
13	Tag Test	100%	1
14	10 Col Perfector	100%	1
15	Goss Universal	100%	1
16	Kba Rapida 162	100%	1
17	Hp Indigo	100%	1
18	Roland 705 Lv	100%	1
19	Cd102	100%	1
20	Filtro	63%	1
21	Speedmaster 74 Flopped	61%	5
22	Roland	60%	1
23	Kba Rapida 105	60%	1
24	Komori S1029	58%	3
25	Komori 540	57%	7
26	Tag Test 2	56%	2
27	Heidelberg Sm102	54%	15

The trends graph can show us how a printer has performed over time. Has the quality level improved or deteriorated. Does the brand manager need to look for an alternative supplier in that territory or that type of print work?



pressSIGN GPM allows us to compare the performance of different substrates, does the cost of the substrate match the quality level that we expect. Does the brand manager need to go back to the supplier to discuss and negotiate the pricing of the substrate?

There are so many reporting options that pressSIGN GPM offers to the brand manager that it is impossible to do anything other than mention a couple of uses.

*pressSIGN GPM for clients*

pressSIGN GPM gives clients an easy to understand view of how individual jobs and print campaigns have been produced.

You don't need to be a colour scientist to be able to read the quality control information that pressSIGN reporting functions offer.

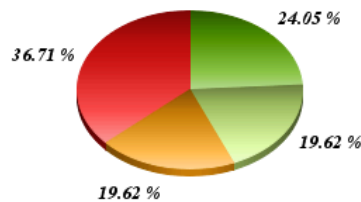
All Jobs

9/25/12 4:13 PM

**Overall**

158 Total Jobs

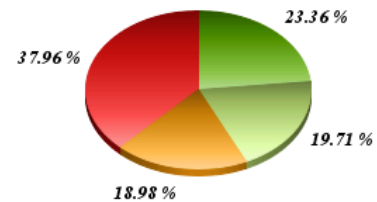
- 38 Jobs
- 31 Jobs
- 31 Jobs
- 58 Jobs



**Last 1 Year**

137 Total Jobs

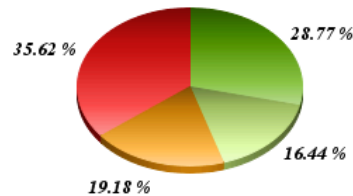
- 32 Jobs
- 27 Jobs
- 26 Jobs
- 52 Jobs



**Last 8 Months**

73 Total Jobs

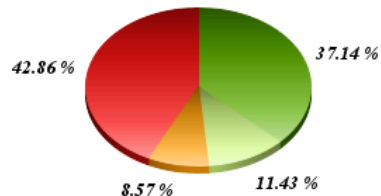
- 21 Jobs
- 12 Jobs
- 14 Jobs
- 26 Jobs



**Last 4 Months**

35 Total Jobs

- 13 Jobs
- 4 Jobs
- 3 Jobs
- 15 Jobs



We can see quite clearly from the pie charts above, had this been a real campaign, then it was not good enough.

Clients feel reassured that the brand manager is monitoring their print suppliers in an objective way for each and every print job. Customers can see the results in a way they can understand and appreciate.

**POSTSCRIPT**

The first edition of pressSIGN was launched in October 2006 and there are now over 2000 licenses in use worldwide.

Since 2006 pressSIGN has constantly evolved due to the feedback from our customers and Bodoni's conception of what the market needed. We like to work closely with our major customers and distributors to offer them new and innovate services not available from any other source.

If you want to see any new features added to pressSIGN then please let us know and we will do our best to incorporate them in a new release of the software.

Because pressSIGN GPM is a constantly evolving product and involves communication between servers located in multiple sites around the world it is only available as a subscription model. The subscription includes all upgrades and updates that Bodoni introduces. This ensures that when the data is sent from one server to another it is always compatible.

# Typical Workflow using pressSIGN Global Print Management

