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A Note From Tim

Summer is the perfect time to spend time doing nothing - to reflect on what you've already done and hope to do. I am looking forward to doing precisely that for a few weeks. So we hope you'll find in this month's newsletters some ideas that I think most of you already wrestle with - selling and managing color and the ever increasing rate of change.



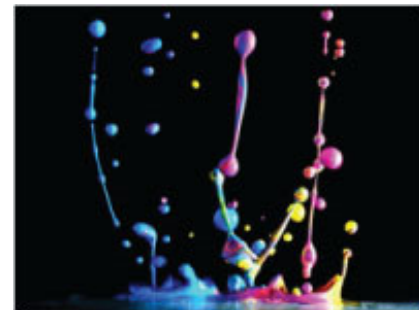
We'll be spending the last days of our summer helping you prepare to deal with both these grand challenges. Soon you'll see and hear about new ideas to help you and your offset team make color easy. You'll also hear shortly about new ideas and products that eliminate things - like processing steps, chemistry and old outdated processes. Both ideas should help you sell and your customers communicate more effectively.

Everything should be made as simple as possible, but not simpler.

Color Management 101

By Mr. Frank Romano

Color management is the ultimate oxymoron. You can no more manage color than you can manage light or nature (or even teenagers). It is now 16 years since the term was first used and we are no closer to managing color easily than we were way back when.



We all know that the same color image looks different when viewed on different monitors, printed on different proofers and printers, or checked under different lighting.

Color workflows

A transform is needed to map the colors from one device's color space (source) to another (destination) device color space. The transform must account for the color characteristics of both source and destination devices as well as the viewing condition.

It's all a numbers game

A color space relates numbers to actual colors and contains all realizable color combinations. Color spaces can show whether you will be able to retain shadow/highlight detail, color saturation, and by how much they will be compromised.

Color management is also very acronymic.

Gamut means a range of realizable colors. "Out-of-gamut colors" occur with almost every conversion and are called "gamut mismatches." A color management module (CMM) performs all calculations needed to translate from one space into another. A gamut mismatch requires the CMM to make approximations that are specified by a "rendering intent."

A printing press has a certain range -- from 0% dot to 100% dot with CMYK channels. We think that different curves will change that range. They only change the data, not the dot combinations on paper. It's like New York City traffic lights. They still have buttons for pedestrians but almost all do not work -- the whole

~Albert Einstein

We wish you a summer to simplify!

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Industry News

[Xitron Now Shipping Navigator 8.1](#)

[8 Budgeting Tips for Your Management Team](#)

[Quick Printing's Top 100 Printers](#)

Customers Say WHAT?

John and Ray of Insty Prints in Golden Valley just invested in a Platestream SC.



"What surprised me most about the Platestream SC was its ability to register color. The colors line up and there's no more wasting paper!"

"We made the choice for Printware's Platestream-SC™ because we were able to thoroughly test it and it's been a great fit and is easy to use!"

system is computer controlled. People still press the buttons as though they control the situation. This is similar to hitting the elevator button more frequently to speed up the elevator.

Color management should be easy ...

The sky is blue, the grass is green
Words can't express the color I mean
How blue is blue? How green is green?
From light to dark and shades between
Colors are described by fools like me
Instead by profiles, numerically

[Read Frank's Whole Article](#)

Clarifying CtP Terminology

Analyst's review of its context in Printer's Memory Lane
By Jack Makowski aka "Dr. Jack"



I read with great interest the recent article you published in the latest Printware News entitled, "Clarifying CtP Terminology". It reminded me of a number of prepress technology transitions motivated by eco or work hazard factors that our industry has had to endure and learn to adapt to. Some of the key milestones that come to mind

are:

More than 50 years ago: Elimination of lead and molten metal in platemaking process as it was transitioning to offset plates. For those of us old enough to remember setting type by hand, this was probably the most profound product and process change in our industry in the 20th century. How did printers react? As you would expect, some adapted really well, some adapted reluctantly and the rest resisted it until they became insignificant and unemployed.

About 30 years ago: Transition of solvent-based processing of plates and proofs to aqueous-based processing of plates and proofs. This meant that noxious and flammable solvent fumes were now eliminated in the prep department. Additionally, now the spent chemistry could be disposed by most drains legally.

About 25 Years ago: A few attempts were made at eliminating chemistry in processing film with the introduction of heat-activated film. Various players including Xerox, Polaroid and 3M experienced varying degrees of success with the eventual use being relegated to niche applications.

About 20 years ago: Enco/Hoechst and eventually Agfa were successful, after many years of dedicated research, at migrating their entire aqueous-based proofs to a true chem free peel-apart system. As color management tools improved and better inkjet printers and inks were introduced, the pre-proof was quickly transitioning to the digital proof (soft and hard copy) as we see it today.

[View More Quotes from People Just Like You!](#)

CtP Upgrade Plan:



- Cash for your current system
- Save on service and parts
- New CtP for Free!

MANAGE YOUR SALES TEAM TO SELL ON PURPOSE

By Mike Philie June 2009
NAPL Business Review

To protect your company's future, your sales strategy, leadership, and execution need to be a top



management issue. Top performing companies focus their strengths and resources on the business they want, while others often compete for the business they need. While subtle, this can be a powerful difference.

Too often, the company's sales reps, with various levels of selling experience and business acumen, create an ad hoc sales strategy, albeit unknowingly, based on which prospective companies they know, who might see them, and where they could get an order.

Change the Tune
The first step is for top

About 10 year ago to present: Starting with ablative plate technology from companies like Toray, the first chem free or low chem plates were starting to emerge. At the time they were more for niche applications and required special press set-ups (water-cooled form rollers, tightly controlled temperature). Over time, the evolution of eco-friendly plates has manifested itself in various forms including low to no process thermal, low chem violet, among others.

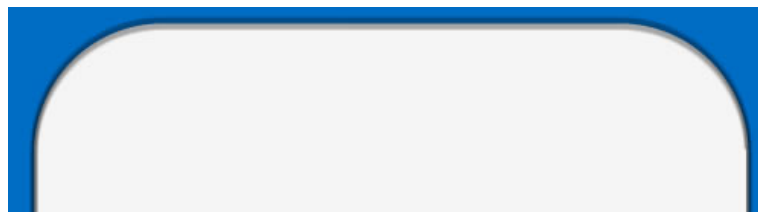
As a Product Manager of prepress products (plates and proofs) in a previous life, what we were always striving for in our new products was to offer at least the same processing latitude as the current generation. If you had a wide operating window, you could hide a lot of inconsistencies in our customers' day to day production. Let's face it, we have all had our share of new product failures. So, what have the manufacturers of prepress consumables learned how best to minimize these risks?

My guess is they now know that:

- Eliminating or minimizing the use of chemistry in the processing of prepress consumables while maintaining a wide operating latitude is really tough. It requires significant technical breakthroughs and persistence.
- The process changes in the manufacturing of new consumables are also very significant. If they do not see the yields on the new products where they can see a visible ROI, there will naturally be delays. Like it or not, the manufacturers need to make money so we can all enjoy the fruits of their labors.
- The embedded population of offset presses will continue to be the main production device to outputting print for the foreseeable future and that there will continue to be a need for new products that further reduce operational and environmental costs.
- Printers are entrepreneurs and insist on having a choice and open architecture. All systems, supplies and services must be in support of these attributes.

Thanks for your attention as we strolled down one side of the Printer's Memory Lane. Keeping an eye on the journey while being aware of the context of our view will serve us all well.

Tell us what you think - Do you like Fred?



management to accept the responsibility for change and, and more importantly, lead the way in developing a focused and coherent sales strategy that is not dependent on taking any orders it can find, but concentrated on developing accounts that will bring profitable repeat business over the long term.

Key Steps:

- Find your best clients by identifying the accounts that provide the kind of profit and sustainable relationship that you desire.
- Know what a "best client" looks like by developing profiles of the above companies and seeing how many of your other clients fit those profiles.
- Within these prime accounts, what industry verticals are you really good at? Which markets do you consistently deliver value to and have a true competitive advantage in?
- Ask your good clients why they do business with you.
- Evaluate your current sales organization to ensure that you are utilizing your staff as effectively as possible.



Win

cool stuff -

Know your target audience but do they know you - based on many conversations with all of you - sometimes its hard to explain to friends, families and other printers - who we are.

So, based on the wonder of twitter marketing - we've built a short story of explaining what we do. Just let us know what you think and you'll win some cool Printware stuff -



I love it -

I hate it -

click here!!!!!!!!!!

Who's Tracking?

Win Cool Printware Stuff!!!!

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