

“fogra-cert” at Grasl – Proofing without tears!



The professionals meet to talk: Gottfried Grasl (center), Birgit Hofbauer and Helmuth Gerstendörfer discuss proof results compared to press printouts.

The Grasl print works in Bad Vöslau (Austria) is not just a company that is forever receiving plaudits for its exceptional printing. It is also a company that always does its best to be technologically “on the ball” and to keep abreast of the most recent developments. The latest example is its proof certification from fogra in Munich (Germany).

In the printing industry one constantly hears the term “standardization” - but quite often this doesn't mean much. Many companies are still reluctant to go down this route, which in the last resort will simplify their work and make it easier to chase it down, while at the same time improving customer relations. The answer is to do away with off-the-cuff solutions and use a completely traceable procedure. The result is “transparency”. The Grasl print works started to employ standardized processes in its printing operations several years ago when it introduced CtP. It started with the fogra 2002 standard, which has been successively improved, while adhering to fogra standards. But the company has now gone a step further and obtained certification for its proofing operations. This is based on fogra-cert and its implementation by an authorized partner, in this case Gerstendörfer, PrePress & Service.

Getting there!

As we said before, standardization has become an important issue in the print production sector. It is a topic that has been well documented in ISO 12647, which means that it can be successfully implemented in practice. Unfortunately, however, the ISO standard is often abused, with companies convinced that their claims that they are working in compliance with ISO 12647 are justified. Only very rarely can they actually prove this! However, thanks to the clear guidelines set out in the print media standards and the availability of control mechanisms, it is possible to carry out objective checks. It is therefore advisable when generating a proof, and indeed specified by fogra if a binding proof is required, for the fogra CMYK V2.0 media wedge to be printed at the same time as a control. This must also be measured, so that the proof can be accompanied by a printout of the analysis report. This can take the form of a label, which is simply stuck to the back of the proof. Everyone involved can now see how well the proof complies with the process standard. Appropriate ICC standards are available for the various printing processes, while detailed documentation and ICC profiles and reference values for technical measurements and verifications can be supplied for all of these. The following standards currently apply to production printing and proofing:

- ISO 12647-1: Process control - general
- ISO 12647-2: Process control - offset printing
- ISO 12647-3: Process control - newsprint
- ISO 12647-4: Process control - gravure printing
- ISO 12647-5: Process control - screen printing
- ISO 12647-7: Process control - digital proof printing (in preparation!)

This makes it possible to check an individual printout or proof based on reference values. The next step is to obtain certification. Simply printing out a report of the measurement results returned by the media wedge should not be seen as a certificate. Only the German Printing Association (Bundesverband Druck) and fogra are authorized to provide certification. A wide range of certification is therefore available:

- fogra-cert Proof for proof prints
- fogra-cert Proof substrate for proof papers
- fogra-cert Proof system for proof printing systems

- bvdm/fogra PSO certificate relating to adherence to the offset printing process standard in production printing
- EFI/fogra dealer certification on the topics of proof system certification and standards.

EFI/fogra certification

This is a qualification training course and examination for specialist EFI dealers. It ensures that dealers can implement the ISO standard flawlessly on their customers' premises and can calibrate and set up an EFI proof system perfectly too. The customer can then be offered the fogra-cert Proof service at an attractive price. Gerstendörfer, PrePress & Service in Vienna has long been renowned as a qualified partner for proofing and color management. Now the company has once again submitted its expertise to scrutiny and fogra has examined it as a selected specialist dealer. It is also the first certified dealer to offer the fogra-cert Proof service in Austria. This means that the customer, in this case the Grasl print works, has been examined and certified by a neutral body. Once installation and calibration of the proof system have been completed, a printout of the Altona Test Suite from the relevant proofing system is sent to fogra for examination. The customer is then certified and listed on the fogra home page. This gives the customer a competitive advantage. The examination is repeated every year to keep certification up-to-date. Grasl uses an Epson 4000 printer, which ensures that the necessary hardware support is available. An important element in achieving the very best possible quality and securing the important certifications is to select the correct paper. Excellent results were achieved with the "EFI Gravure Proof Paper 4245 Semimatt", which has also obtained the fogra certification for printing stock. Thanks to the fogra CMYK media wedge, which is integrated in the EFI Colorproof XF software, it is also possible to provide continual proof that this quality standard is being met. The optional Verifier Software is used to measure the media wedge and produce a report and an analysis in accordance with ISO 12647-2. This results in the greatest possible level of production security. This service is chargeable, but is available from Gerstendörfer at the very attractive price of 181 euros excl. VAT.



A picture says more than a thousand words. When you have to assess measurement results, a certified procedure helps enormously and provides reliability.

Several advantages

According to Gottfried Grasl, who is heading this project at the Grasl proof works, proof certification has a number of advantages. On the one hand it provides a public demonstration of the company's expertise. It also clarified the workflow vis-à-vis the customer. The company receives data, processes it and the job is proofed in a standardized manner. This was especially important when a number of different companies were involved in a production process. And if there were any complaints, they could be handled more quickly and transparently. Even though they have already made great progress with this certification, Grasl are already taking the next step. The foremost of these takes the form of proofing solutions for FM screens, since this technology is being employed for increasing numbers of printed products. "Standardization is an enormous help in production," concludes Gottfried Grasl, but, despite all the technical advances that have been made, human beings continue to be an important factor when we consider the whole question of color, since in the last resort it is their personal feelings that count. And that's OK for printing!

EFI
Kaiserswerther Str. 115
40880 Ratingen
Germany
tel +49 [0]2102 7454 100
fax +49 [0]2102 7454 111

EFI Ltd, Stonebridge House
Padbury Oaks, Old Bath Road
Longford, Middlesex UB7 0EW
United Kingdom

tel +44 [0]20 8476 7676
fax +44 [0]20 8476 7636

www.efi.com

Auto-Count, ColorCal, ColorWise, Command WorkStation, EDOX, EFI, Fiery, the Fiery logo, MicroPress, Printcafe, PrinterSite, Prograph, Proteus, and Spot-On are registered trademarks of Electronics for Imaging, Inc. in the U.S. Patent and Trademark Office and/or certain other foreign jurisdictions. Bestcolor is a registered trademark of Best GmbH in the U.S. Patent and Trademark Office. AutoCal, Digital StoreFront, DocStream, Fiery Link, FreeForm, Hagen, Intelligent Device Management, Logic, OneFlow, PrintFlow, PrintMe, PrintSmith Site, PrintSmith, PSI Flexo, PSI, SendMe, Splash, VisualCal, WebInstaller, WebScan, WebSpooler, WebStatus, WebTools, the EFI logo, and Essential to Print are trademarks of Electronics for Imaging, Inc. Best, the Best logo, Colorproof, PhotoXposure, Remoteproof, and Screenproof are trademarks of Best GmbH. All other terms and product names may be trademarks or registered trademarks of their respective owners, and are hereby acknowledged.

© Electronics for Imaging, 2005