

No More Hit-and-Miss Color: Colorproof™ XF Drives Quality and Efficiency



Since 1934, Comart has been a pioneer in the prepress industry in India. With four locations in India and headquarters in Mumbai, the company has 575 employees.



CHALLENGE:



“Our customers demand consistent, reliable color that ensures brand integrity, and we needed to find a guaranteed way to deliver against that need across our multiple plants.” —Fred Poonawala, Director

As a national player in India, Comart needed to ensure that print distributed to multiple plants delivered consistent color regardless of where it was produced. This challenge was complicated even more by the company’s broad range of printing capabilities from a number of different manufacturers, including sheet and web offset, digital short-run and large format for indoor and outdoor signage.



SOLUTION:
“Implementing EFI Colorproof XF in our Mumbai and Gurgaon plants was the most efficient way for us to meet the demanding color requirements of our Indian and global brand managers as we service India and the rest of the world. We no longer have hit-and-miss color in our operation.”

—Mandar Rane,
IT Manager



In choosing a proofing solution that could effectively operate across multiple plants, Comart investigated a wide range of alternatives. Comart prints to ISO standards as well as its own rigorous internal standards, producing printed pieces ranging in size from postage stamp to building wrap, and clients want consistency both across all elements of each individual campaign and from campaign to campaign. But Comart also needed an affordable solution. “Although there are some great solutions out there,” says Rane, “most are quite expensive. We found the price/performance of EFI Colorproof XF to be the best in the market.”

Comart installed EFI Colorproof XF in its Mumbai plant in May of 2007. Rane says, “We serve a number of demanding international brands, including L’Oreal, Zodiac Clothing, Kingfisher and FCUK, in our key advertising, publishing and packaging markets. Our stringent internal color standards and our compliance with ISO standards have always delivered the highest quality to our customers, but it often took significant time to get the final product exactly right during the production process. Now with EFI Colorproof XF, we produce accurate color 100% of the time, without fail. No more hit and miss!”

In fact, EFI Colorproof XF performed so well in Mumbai that the company added a second installation in Gurgaon in December of 2007. “We have been very happy with EFI for years,” adds Rane. “We use EFI Fiery® and Splash® RIPs with much of our digital printing equipment. Adding Colorproof XF made a great deal of sense for us. Not only was it affordable, but its integration with our Fiery workflow has added significant value as well.”

Rane comments that customers actually have little interest in what printing equipment or RIPs Comart is using, nor do they really care what proofing system the company uses. But they definitely insist that prints and proofs match, regardless of where they are printed. “Not only must we exactly match the final printed product to the proof,” he says, “but we must match production across all three engines, across our multiple plants, and in spite of the fact that we are using a wide range of media types within many of the campaigns we produce.

The combination of EFI's Fiery/Splash and Colorproof XF gives us full confidence that we can meet those exacting demands, even with multiple plants in the mix."

Comart is also pleased with Colorproof XF's ease of use. "The solution is quite intuitive," says Rane, "and requires limited training. With such a large staff, that is important to us. We have grown 15% annually every year for the past five years, and we want to maintain or increase that rate of growth. Solutions like Colorproof XF are important in achieving that goal, because they improve productivity while ensuring the highest levels of customer satisfaction."

Rane reports that Colorproof XF has helped the company gain both national and global recognition for the quality of its work. He points out, "With our locations in the North, West and South of India, our growing offshoring business, and our color management expertise and reliable execution, this is shaping up to be the best time in our nearly 80 years of operation. EFI is a key partner that has helped us achieve these goals, with both Colorproof XF and Fiery/Splash RIPs. EFI products are a central element of our market differentiation."

RESULTS:

"We now can execute worry-free printing across multiple plants with EFI Colorproof XF, with reliable color matching of each and every piece within a campaign, whether it is the size of a postage stamp or a building wrap and regardless of the media type used. Colorproof XF never lets us down."

—Mandar Rane



Print to Win

EFI (www.efi.com) is the world leader in color digital print servers, superwide format printers and inks, industrial inkjet printing systems and print management, Web-to-print and proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 26 offices worldwide.