



Case In Point

EFI COLOR PROFILER

EFI Color Profiler for Quality and Cost Savings

Pay Per Print

Many distributors and OEMs, through direct sales and resellers, provide what is known as a Pay Per Print, or a Pay Per Use solution. Pay Per Print allows customers with given print volumes to pay a flat rate that includes a fully maintained printing device and all consumables. Driven by EFI Fiery controllers, the dealers and OEMs are able to offer advanced color printing, including extensive color management, specific graphic arts feature sets, and a common workstation application for print room management. The solution provides the customer with the latest in print technologies, the piece of mind that service and support is on hand, and the knowledge of exactly how much each print is going to cost.

Solutions Provider Challenge

The challenge to offering an all-in-one solution, such as Pay Per Print, is to ensure that the costs of supplying, installing and maintaining the equipment, along with the variable costs of consumables such as paper and toner, is minimized to ensure profitability.

Any increase in costs for the solution is directly borne by the supplier. In an effort to keep costs under control, the auditing of maintenance requests and consumables usage is a top priority.



Real World Example

Upon performing a consumables audit, the technical division of an OEM manufacturer located in Germany found that a particular customer was consuming a significantly less amount of toner compared to other customers. There was no reason to suspect the customer would not ask for replacement toner when it was required, as toner is included in the cost of the Pay Per Print solution.

Solution

After discussing the irregularity with the customer, and evaluating the customer's workflow, it was verified that this particular customer was indeed consuming considerably less toner than an average user. The sole difference between the workflow for this customer compared to others was the use of the EFI Color Profiler for the calibration and profiling of their Fiery-driven engine.

Results

The use of the EFI Color Profiler provided benefits for both the solutions provider and the end customer. The anticipated benefit of increasing color quality, as well as the unanticipated benefit of reducing toner usage.

When the customer combined the benefits of the advanced calibration method using the EFI ES-1000 spectrophotometer along with the advanced profiling methods using EFI Color Profiler, the result was not only superior color but a significant reduction in toner consumption. The EFI solution allows the user to obtain accurate and consistent color because the workflow it is fine tuned for the idiosyncrasies of the engine. With a reduction in toner consumption consumables costs are kept down allowing for an increase in profit margins.

EFI Color Profiler Reduces Costs and Increases Quality

Increased Profit Margins and Increased Customer Satisfaction

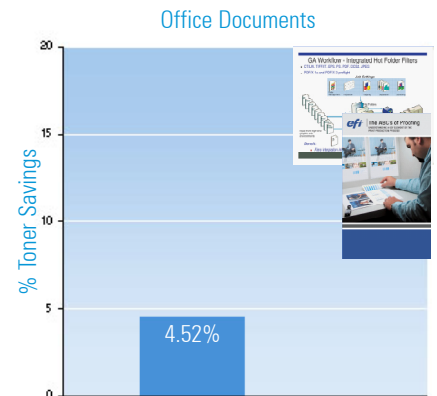
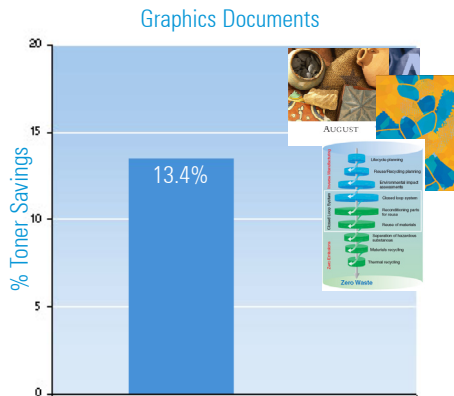
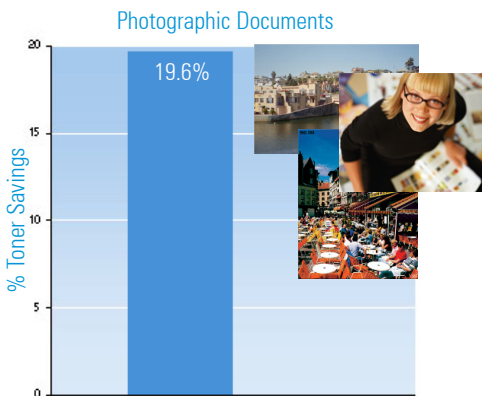
When a distributor or OEM sells directly to the customer, the cost to the customer is pre-defined. This provides the customer with the advantage of having a simple cost plan that provides the latest, fully-maintained device, as well as consumables such as toner and paper. The customer need not worry about high up-front costs, and will always know exactly how much will be charged per print. Since the distributor provides all of the consumables to the customer, it is beneficial that costs are kept to a minimum.

Using the EFI Color Profiler to calibrate and profile each of their customer's Fiery-driven engine combinations provides a real cost savings from the reduction in toner consumption. Any cost savings directly impacts profit margins for the solution provider, while the customer benefits from an increase in image quality and consistency.



The EFI Color Profiler Provides a Solution for all Customers

Any given customer will invariably print a complete range of document types. These can be anything from full photographic documents, documents containing images, and graphics or regular office documents. Although results vary based upon the exact makeup of the document and the engine involved, a reduction in toner consumption can be achieved in all cases when using the EFI Color Profiler for calibration and profiling. Additionally, by using the EFI profiling solution, the quality of the resulting documents was improved because the calibration and profiling was fine tuned for the Fiery/engine combination.



Benefits of the EFI Color Profiler Solution

For the Solution Provider

- Increase in per-click profit
- Reduced overhead from reduction in packing and shipping supplies
- More environmentally friendly with less toner cartridge recycling

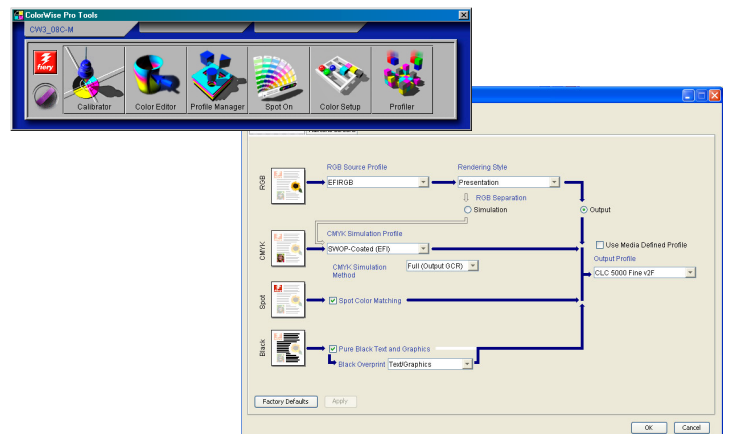
For the Customer

- Increase in color quality, consistency and control
- Easy to re-calibrate and profile for an optimized printing system
- Reduced overhead in placing orders and receiving shipments
- Reduced printer downtime from changing toner cartridges and re-profiling

Tools for Graphic Arts Professionals

About EFI Color Profiler

The EFI Color Profiler is an optional client-based kit that includes the EFI ES-1000, a fast, hand-held spectrophotometer with advanced software that allows for the creation of high-quality International Color Consortium (ICC) profiles for any CMYK printer, including Fiery and non-Fiery-driven printing presses. Simple and flexible, the EFI Color Profiler is based on EFI's leadership in developing digital color profiles and tools for use by the most demanding color professionals. The EFI Color Profiler can be used for both profile generation and color calibration to optimize the printing system.



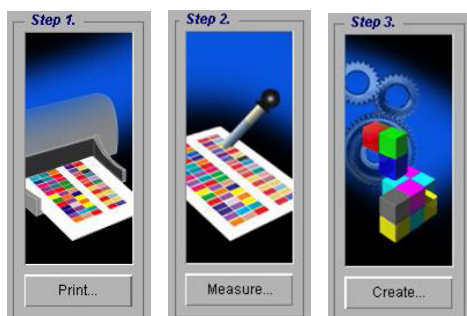
The EFI Fiery Color Workflow

Step 1: Optimized Calibration

In a typical Fiery-driven digital color workflow, the user has the ability to use ColorWise Pro Tools (CWPT) to manage color. CWPT is composed of three modular components that are designed to give flexible control of color printing: the Calibrator (allows for basic calibration of the Fiery and engine), the Color Editor (allows customization of the ICC profiles), the Profile Manager (allows the user to set up ICC profiles in the Fiery).

Advanced Calibration Methods

Using the ES-1000, the greatest calibration accuracy can be achieved. Instead of using the scanning device of the printer to measure the toner and control strip, the spectrophotometer is used. The EFI ES-1000 measurements are far more accurate and consistent than those of a scanner.



Step 2: Optimized Profile

Using the expert settings of CWPT, the user has three options for the selection of the output profile. The first is to use the default output profile, the second is to use a media-defined profile, and the third is to use a custom ICC-compliant color profile.

Advanced Profiling Methods

The optimal profiling flexibility is attained by using the EFI Color Profiler to create a custom ICC profile as the output printer profile. With the custom ICC profiles fully integrated into the Fiery-driven engine and CWPT, the user can customize profiles for each output device, and for each required output stock. The same ICC profiles can be sent to remote sites if the user wishes to remotely proof any of their jobs.





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