

How'd  
They Print  
That p.56

Reed Business  
Information

# Graphic Arts

MONTHLY

## One-Pass Presses

Inkjet anything p. 28

# SPOTLIGHT

## >> Time for a New Color Guide

>> **PicroProof II** con-tone digital system from Fujifilm offers a 12x18" image area for 2-up, letter-sized proofing. The thermal-transfer printer uses donor-roll technology with laser exposure and no chemistry—just distilled water—to produce up to 12 proofs per hour. It incorporates a Match Certified process, said to be the first visually oriented color-management system, relying on a color look-up table based on input from 3,000 graphic arts companies to reflect human vision. [www.eno-variation.com](http://www.eno-variation.com)

>> **Xerox Pantone matching guide** shows DocuColor 6060 CMYK equivalents to Pantone match colors printed offset—side by side on facing pages. Not every color can be achieved on the DocuColor, but that's okay, since now you can foresee colors that will not precisely match offset equivalents, and plan for it. The book was unveiled at Drupa. [www.xerox.com](http://www.xerox.com)

Designers are questioning whether they can get consistent match colors by specifying colors based on monitors—or by trusting Quark and InDesign calculations of CMYK or match color equivalents. Printers still like to hold matching guide colors at ink-mixing stations and next to press sheets, to ensure the color mission is accomplished. That way, variances in inks, substrates, lighting and monitor calibration can be reconciled before jobs get too far.

The dominant player in color matching guides is Pantone, which announced Jan. 25 a redesign of its 40-year-old flagship Pantone matching system formula guide—the “most substantial” revamp in more than 30 years. Doris Brown, Pantone marketing VP, reports renewed interest in attaching physical color chips to proofs or job files, to give printers a hard copy of the intended visual color. In the updated formula guides, the color swatches are 25% larger—with the greater area improving accuracy in color comparisons by reducing a propensity for the human eye to be fooled or distracted by surrounding colors. Pantone made a simple change

to the updated books—repositioning the binding posts so color swatches lay flatter against proofs and press sheets. Larger, descriptive type under each color makes for easier identification.

Likewise, the companion chip guide—with its familiar perforated tear-out chips—features a 20% larger surface area. Pantone ordered a custom-built KBA press just after Drupa for the purpose of manufacturing these guides. The press uses integrated color-measurement controls to provide consistency and tighter tolerances in the production of 1 billion color swatches annually. The new guides are printed on a brighter white paper, as well.

Pantone Formula Guides are available in two-book (coated and uncoated) and three-book (coated, uncoated and matte) sets for \$89 and \$120, respectively. Pantone Solid Chips run \$249 for two books and \$299 for three. The Pantone Colors also are available in two- and three-book sets that include six perforated chips for each solid color. Buy them at [www.pantone.com](http://www.pantone.com)



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