All colors are not created equal...
Running the Gamut Between Offset and Digital

A graphic designer asked how color differences between digital presses would impact the quality of a book he was planning.

It's an interesting question, but it's slightly skewed. As digital printing continues to move out of the realm of exotic specialty and into the mainstream, we need to look at the question much differently.

What's Important

If you have a conventional printing project, would your primary concern be the make or model of the offset press to be used? Probably not.

You should be far more interested in the printing company's reputation for quality, its quality control systems and procedures, and in seeing samples of the company's work.

Different Techniques

The physics of the lithographic process doesn't vary from one model or machine to another.

But, all digital press manufacturers have unique, patented processes.

Big Differences

The very term "digital" is misleading, because it refers to many disparate processes.

Digital is commonly taken to mean toner/laser technology, but in the printing world, it may just as readily mean inkjet. Laser and inkjet are about as different as anything can be.

The Wider, the Better?

In the digital process, a crucial consideration for color quality is *gamut*—the range of color that a press can reproduce.

The wider the gamut, the more colors. Ah, but gamuts of equal size are not equal.

One device may be weak in reds, another in blues. Same size gamut, very different results.

Good News, Bad News

Here's some good news for Copresco customers. Our digital presses have a wider color gamut than the offset process. The bad news for us is that very few people realize this. Why? Because the offset gamut is still the standard in many people's minds.

Unlike offset, each digital press model has a difference color gamut. All are different from offset.

In fact, matching offset means dumbing down or shrinking a digital printer's color gamut, as is the case when SWOP profiles are used.

Look-Alikes

Are you familiar with Pantone's Color Bridge, formerly the Solid to Process Guide? Every Pantone color is displayed as spot (actual) color side by side with its CMYK process twin.

Like human twins, some colors are dead ringers; others display wide variance between spot and process.

Smart Guys

Smart creative and production professionals rely on the Pantone guide to determine the feasibility of using process colors to simulate spot color. If the guide shows a poor match, use of that color (or use of four-color printing) should be avoided.

Good plan. Just remember, the guide is offset-centric. The guidebook itself is printed litho to represent the offset gamut, nothing more.

Check with Us First

Colors that show as poor matches may be easily achieved at Copresco due to our extensive experience in digital color printing technology.

When others struggle and fail to match these colors, their clients may conclude that digital is inferior to offset. Technically correct, but only for that one color on that one digital press.

For a thousand other colors, and on other digital presses, such as those used by Copresco, digital may very well surpass offset.

Join the Digital Revolution

To take full advantage of the emerging bold new world of digital printing, you need a company that has far-reaching vision, extensive technical skills and decades of experience.
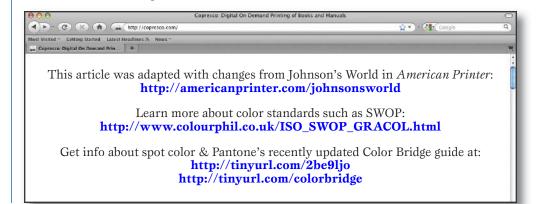
You need Copresco.

Hippest of the Hip

Best wishes to Copresco Production Manager Lynn Buck, who underwent hip-replacement surgery June 7.

Our production staff is covering for her until she returns in July.

Two men got out of their cars after they collided at an intersection. One took a flask from his pocket and said to the other, "Here, maybe you'd like a nip to calm your nerves." "Thanks," he said,

and took a long pull from the container. "Here, you have one, too," he added, handing back the whiskey. "Well, I'd rather not," said the first. "At least not until after the police have been here."

★ ☆ ★

Americans drive as if someone is chasing them.—Calvin Trillin

★ ☆ ★

Washington: the only place where sound travels faster than light.

★ ☆ ★

America was discovered before Columbus, but they hushed it up.
—Oscar Wilde

★ ☆ ★

I can trace most of my ancestors back to Columbus. The rest go back to Toledo.

★ ☆ ★

Americans will put up with anything as long as it doesn't block traffic.

I swear I saw George Washington at the gym yesterday. I know it was him because he was standing up on the rowing machine.

★ ☆ ★

Did you see that the Italians have added a clock atop the Leaning Tower of Pisa? I guess now they'll have the time *and* the inclination.

★ ☆ ★

The worst thing about fishing to me is that if you don't catch any, you can't blame the computer.

★ ☆ ★

My brother-in-law is such a bad cook his dog doesn't beg at the table.

★ ☆ ★

You know you're in Florida during the summertime when...you realize that asphalt has a liquid state.

★ ☆ ★

Place two children in a room full of toys

and they will both want to play with the same toy.

People say I try too hard to fit in. Truthfully, I think I believe in nonconformity just as much as the next guy.

★ ☆ ★

The potential for disaster is in direct proportion to the number of TV remote controls divided by the number of viewers.

★ ☆ ★

I love to go to Washington, if only to be near my money.—Bob Hope

★ ☆ ★

A sign at an optometrist's office reads: "If you don't see what you're looking for, you've come to the right place."

★ ☆ ★

The capacity of any hot water heater is equal to one and one-half sibling showers.

★ ☆ ★

Professionals built the Titanic. Volunteers built the Ark.