Digital Printing

**Elli Cloots & David van Driessche**
Senior Product Marketing Manager, EFI & CTO, Four Pees
Vice Chair & Executive Director, Ghent Workgroup
Welcome to this webinar!

• This is a webinar: you are all muted
  – You can type questions into the GotoWebinar control panel at any time
  – We will look at your questions at the end of the webinar

• After the conclusion of the webinar series
  – All recordings will be made available on our youtube channel
  – The slides will be available on gwg.org
Your speakers for today
David van Driessche

- Started working at Enfocus in 1996 (Tailor, PitStop…)
- Helped to start the Ghent Workgroup in June 2002
- Co-founded Gradual Software in 2004 (Switch)
- CTO at Four Pees from 2008 (working with callas software, axaio software, Elpical, InSoft…)
Elli Cloots

• Started working at Enfocus in 2000
• Involved in Ghent Workgroup from the start (As Technical Officer and later on as Vice Chair)
• Director Professional Services at Gradual Software
• Senior Product Marketing manager at EFI (Main focus on Fiery digital front end technology)
A short history of the GWG
Mission Statement

To establish and disseminate process specifications for best practices in graphic arts workflows
Standards in standards
Key points for the GWG specifications

- All based on PDF/X
  - PDF/X-1a for the older specifications
  - PDF/X-4 for the current ones
- More ”targeted” than PDF/X
  - PDF/X is a global graphic arts standard
  - GWG specifications come in variants
    - For market segments
    - For different use cases
    - For different printing technologies
The 2015 specification variants

- Ad exchange
- Sheetfed offset
- Web offset
- Packaging variants

- What is missing?
Which standards are missing?

- Other (please specify): 66
- Specifications for Large Format Print: 197
- Specifications for tablet or web publishing: 153
- Specifications for digital print: 308
- Packaging Specifications: 167
- I have no idea which PDF specifications are available at the moment: 116
Digital printing variant
PDF/X

- Version: PDF/X-4:2010
- Transparency support
- Fonts
  - Embedded: subset or complete
- Overall document quality
Document

Boxes
• Crop box = Media box

Page sizes
• Error if
  – Page scaling is applied
• Warning if
  – Page size differs
  – Page orientation differs
Color

Images
• Device Gray
• Device CMYK
• Calibrated RGB
• LAB
• DeviceN/Spot colors
• DeviceRGB
• ICC based / Cal Gray
• ICC based CMYK

Non-images
• Device Gray
• Device CMYK
• Calibrated RGB
• LAB
• DeviceN/Spot colors
• DeviceRGB
• ICC based / Cal Gray
• ICC based CMYK

Output intent = CMYK ICC profile
Transparency

• Blend color space must be DeviceCMYK
Resolution

• For Grayscale and color images
  – Error below 95 ppi
  – Warning below 149 ppi

• For 1-bit images
  – Error below 349 ppi
  – Warning 599 ppi
Overprint & readability

- White text and paths must not be set to overprint
- No checks on miss-registration for small black text or thin black lines & objects
- Minimum point size for
  - Text
  - Rich black text
  - Thin line width
Ink coverage

- No limitation on ink coverage
- Handled by the RIP driving the printer
Where do you go from here?
GWG website

• White papers
  – Transparency best practices
  – GWG 2015 PDF/X workflow
  – PDF file aggregation
  – PDF/VT: overview and practice

• Ghent Output suite

• Application settings
Upcoming webinars

- PDF Creation & Workflow Strategies
  - Dave Zwang & Frank Vyncke
- Large Format Print
  - David van Driessche & Elli Cloots
- Packaging for brand owners
  - Christian Blaise & Lieven Plettinck
- PDF 2.0 and PDF/X-6
  - Dov Isaacs
- How to setup color management
  - Joris Verbouwe
Conclusions
Conclusions

- Dedicated specification for digital print small format
  - Reduces number of false negatives
  - Targeted at what modern workflows can handle correctly
- Ghent Workgroup Output Suite
  - To test your workflow
- Register for the newsletter
  - To stay up to date on the latest from GWG
Feedback

• Please talk to us
  – New specification
  – We also make updates

• Please cooperate with us
Thank you! Questions?

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