

The Graphic Industry Standardization Company

**Alwan**  
Color Expertise

**2010**

# Product Guideline

**PUSH TO STANDARDIZE**



## «Alwan delivers what others promise...»



*In the last few years, globalized markets and tough economic conditions have forced publishing and printing companies to produce to industry recognized output conditions as well as reduce their costs. Printers all over the world have to adapt to ever changing market realities and challenges.*

*After the desktop publishing revolution in the eighties, the digital workflows revolution in the nineties, ICC Color management revolution in the first decade of the new century, another new and inevitable revolution is under way in the second decade: Working to Standards.*

*The future of the graphic industry will depend on its ability to adapt to the new market realities. Very soon, working to standards will become a requirement for all companies seeking clients beyond their neighborhood, as is the case for most manufacturing and production industries.*

*In Europe, more than 400 companies are currently certified according to PSO/ISO 12647 and dozens are joining the list every month worldwide.*

### **Alwan** Color Expertise **Software in Production**

*Alwan's complete range of products allow you to immediately comply with ISO standards in any part of your production process, no precious time or money wasted. Each Alwan software can plug easily into your workflow and act as an ISO 12647 standardization module, making your colors, PDF, proofs and prints look right and comply to international standards. Each Alwan software has been designed to help you deliver ISO 12647 compliant products practically out-of-the-box with very little or no external help or consultancy services. However, should you need any support in your implementation, Alwan channel and KEE Consultants worldwide network are there to help you.*





Major American organizations are preparing a similar and adapted approach for the American graphic industry.

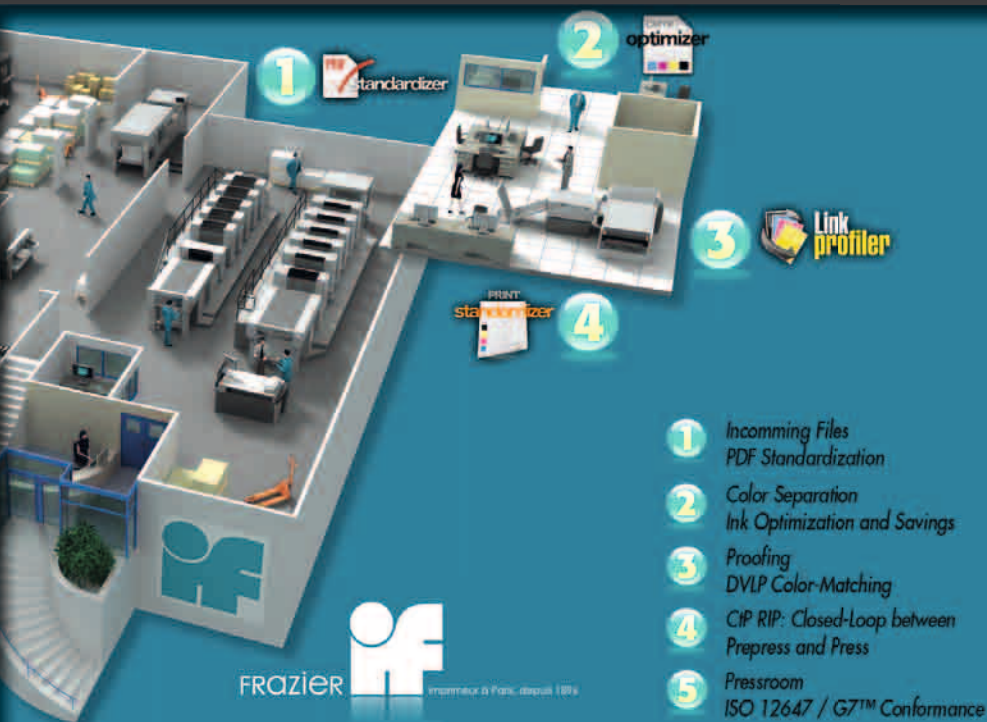
Alwan Color Expertise has been contributing to ISO standards and building software to make their implementation easy and affordable for more than ten years.

Alwan's Color, PDF and Print standardization technologies are recognized, mature, and are in use by more than 600 companies worldwide. Among these, more than 50 are ISO 12647 certified.

We are very happy to have the opportunity to present our solutions to you through this guide and hope that you will be able to discover what Alwan software can do for you and for your company:

Guaranteed Quality, Productivity and Profitability improvement, from Design to Print.

Elie Khoury, President - CEO



PRINT  
standardizer



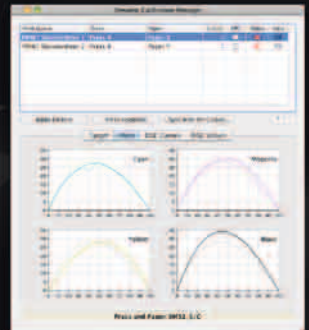
# PRINT Standardizer

## Description:

Print to ISO 12647 and to G7™ every day, every job  
Closed-loop software between your press and prepress

## Main Features:

- Takes color measurements from any auto-scanning or handheld instrument
- Controls print quality and ISO 12647 / G7™ conformity
- Displays sheet assessment results on press console PC
- Centralized analysis and processing of all measurements coming from all presses and papers
- Dynamic Press Calibration™ technology: measurements qualification, filtering, sorting, averaging...
- Automated and pro-active Dot Gain Compensation (DGC) curves generation for every press and every paper
- Automated export of DGC curves to CTP RIP or to Alwan CMYK Optimizer
- Standard and custom printing conditions output
- Easy integration in existing production workflows
- Automatic generation of ISO 12647 / G7™ conformity reports in PDF and xml formats



## Target Users:

- *Sheetfed Printers*
- *Web-Offset Printers*
- *Digital Printers*
- *Commercial and Packaging Printers*



# PRINT Standardizer Success Story

## **Frazier Secures Successful Standardization and PSO/ISO12647 Certification with Alwan Print Standardizer**

*Lyon, May 26 2009 - Alwan Color Expertise has helped Paris-based printer, Frazier, achieve successful Standardization and PSO12647 Certification by using the company's innovative PRINT Standardizer.*

The Alwan standardization solution put an end to lengthy and tedious working sessions that required expertise, state-of-the-art settings and high costs. Implementation of Alwan solutions resulted in having all the presses automatically standardized, with practically no human intervention offering a guaranteed return on investment of less than six months.

Immediate ISO 12647 compliancy was recently implemented at – Paris-based printer, Frazier – with the goal to make all PDF files received in prepress and the printer's three presses compliant with ISO 12647 standards.

Print Standardizer have ensured immediately a daily compliancy to these standards for each and every job carried out – and all with no human intervention. Only one month after the solution was installed, Frazier achieved PSO certification according to ISO 12647-2.

Sylvain Malinge, Quality Manager at Frazier, confirms: "Print Standardizer has been running in production for just a few months now but already



we're seeing a significant drop in our job production time. With Print Standardizer, the make-ready time has dropped from more than 600

sheets to as low as 250-300 sheets.

Our clients really appreciate the time savings. Thanks to Print Standardizer, print production is under permanent control, which is impossible to do manually."

Elie Khoury, CEO and founder of Alwan, is pleased with the success of the solution and the benefits it has brought to Frazier. "Alwan has a proven record for successful color management and standardization implementations in a huge variety of sites worldwide. We offer the industry reliability, quality and profitability – assurances that are very welcome in today's challenging climate.

Our solutions are the result of years of experience in printed color management and standardization, from PDF to final print. PDF Standardizer and Print Standardizer greatly simplify the ISO implementation process – it no longer requires dedicated people, time for manual quality control of incoming files and final prints, tedious corrections and reporting etc. The cost of ISO 12647 implementation is now affordable thanks to these solutions."

### Industrialized standardization

For the past 12 years, Alwan has dedicated all its resources to bringing easy and affordable standardization software to the graphics industry. Its solutions, PDF Standardizer and Print Standardizer, make standardization easier than ever before, freeing users completely from the hassle and constraints of daily quality control.

As soon as they are installed, PDF Standardizer standardizes the PDF workflow input, while Print Standardizer standardizes the presses output – automatically, efficiently and reliably for every job. Depending on the size of the company, a guaranteed return on investment can be realized between two and six months later.



# PRINT Verifier

## Description:

Vendor independent proof and print assessment software  
Analyze and Certify your Proofs and Prints according to ISO 12647-2/3/7

## Main Features:

- Supports ISO 12647, ECI/FOGRA and IDEAlliance® printing conditions
- Easy installation and use thanks to a user-friendly interface
  - Runs on MAC and PC
  - Direct support of X-Rite's EyeOne Pro instrument
  - Imports CGATS measurement files from X-Rite's MeasureTool and ColorPort, Chromix ColorThink software etc.
  - Ability to customize, export and import verification settings enabling secure and reproducible quality-control operations between print buyer and printer
  - Automated generation of analysis and certification reports in PDF document or label size format



## Target Users:

- Designer
- Print Buyer
- Agency
- Prepress
- Schools, training centers

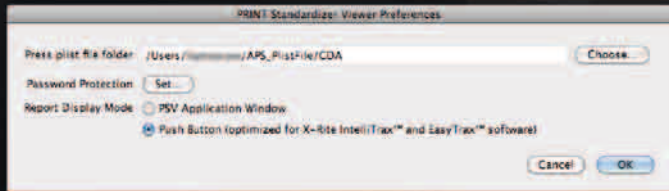


# PRINT Standardizer viewer



## Description:

Display PRINT Standardizer's sheet measurement results on your press PC console or on any computer in your printing plant.



## Main Features :

- Automated synchronization with Alwan PRINT Standardizer 2.0
- Easy installation and configuration
- Monitor your production from any MAC or PC in the printing house

## Target Users:

- Press Minder
- QA Manager
- Press Manager
- Production Manager



# PDF Standardizer



## Description:

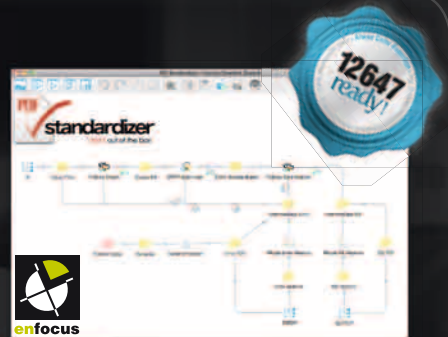
*Deliver Problem-Free PDF to your print provider. Normalize your customers' PDF before feeding them into your production workflow*

## Main Features:

- Automated PDF and Color preflight and standardization
- In partnership with Enfocus FullSwitch and Pitstop technologies
- Includes Alwan award winning Dynamic color management technology and Dynamic management of transparencies flattening
- Fully automated installation and operating mode
- Easy-to use and within reach of users at all skill levels
- Easy to integrate with existing workflow systems
- Conversion of complex source PDF files into simple and standardized PDF/X1-a files
- Error-free PDF processing for both modern and legacy workflows
- Instant compliance with ISO Standards 12647 (Color) and 15930-1 (PDF-X1a)
- Reporting of all preflight and correction operations for traceability

## Target Users:

- Digital printers and presses workflow
- Conventional presses workflow
- Hybrid Digital/Conventional workflows





# PDF Standardizer Success Story

## **Data One Cuts Production Times by 50% with Alwan PDF Standardizer**

Lyon, January 2010. Data One, has solved its workflow and color management issues, and slashed its production times by up half since using Alwan Color Expertise's PDF Standardizer.

Data One is one of the largest digital printing companies in France specializing in full color industrial label applications and direct mailing activities. They have five high-speed full color Kodak Versamark ink jet printing systems installed and an impressive selection of B&W xerographic systems, including three Xerox iGen 3s, two Xeikon 6000s, four OCE PS 440s, and two IBM 4100s. «Our customer base comprises large telcos, banks, insurance companies and retail chains," says Laurent Quééré, Data One's customer integration manager. "We use our xerographic machines to print personalized marketing collateral as well as personalized direct mailings and our ink jet systems to print invoices and other transactional documents.»

### **Workflow automation**

Despite its advanced printing equipment, until recently Data One relied on a relatively basic prepress workflow. «We typically received native QuarkXPress and Adobe InDesign files from our customers," explains Nicolas Halabura, project manager in charge of color solutions at Data One. "We didn't rely on an automated prepress workflow system, as our requirements were too specific for most out-of-the-box workflow products.»

However, workflow automation was not the only challenge. Data One was also struggling with color management issues. "We were facing an ink coverage issue with our ink-jet machines," says Quééré. "Excessive total area coverage (TAC) resulted in paper bloating, which in turn created problems with our folding and envelope conditioning systems.» Plus color consistency between different printing units was often insufficient, producing unreliable results in a distributed printing configuration.

### **Implementing Alwan PDF Standardizer**

Data One discovered Alwan Color Expertise's PDF Standardizer at the Intergraphic trade show in Paris: «The product has a flexible workflow architecture, so we can assemble our own bespoke system by linking components together," says Halabura. "And PDF Standardizer includes the CMYK Optimizer engine, which automatically adjusts the color of incoming images and pages to match our accepted color standards and TAC limits.» After an initial two-week trial using PDF Standardizer, Data One was very impressed with the results. "The solution is really easy to use – setting up the system and training our users took less than two days," says Quééré. "It has solved all of our issues.»



"The system has reduced our file preparation overheads dramatically. Previously, manually checking a complex document like a catalogue could take up to three or four weeks. Now, files are preflighted on the fly and customers get confirmation that everything's OK within minutes. The business impact has been huge – we've cut our production times by half.»

On the color management side, PDF Standardizer has delivered what Data One needed most – color consistency. «All documents receive identical treatment, resulting in stable and consistent color output," says Halabura. "We've done away with unpredictable color deviations from one machine to another. Also, our TAC is now under control, with a maximum value of 300%, which is well below the generally accepted offset threshold. Plus ink bleeding has been greatly reduced and our envelope conditioning issues are gone.»

«PDF Standardizer has given us a huge productivity boost and is extremely reliable," concludes Quééré. "And, crucially, we've had great feedback from our clients, who are enjoying the many benefits of the new system.»



# CMYK Optimizer



## Description:

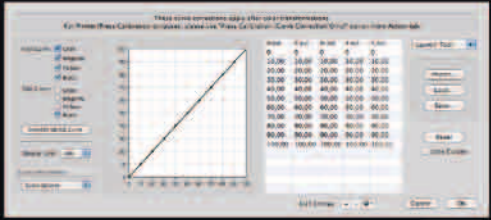
Color Preflight and Standardization software  
Dynamic color management and black generation for an unequalled color accuracy and ink savings

## Main Features:

- Industry-First automated Ink Savings system for PDF workflows (released in 2004)
- Easy to integrate and to install in existing production workflows like Kodak Prinergy®, Agfa Apogee®, Screen Trueflow®, Fuji XMF®, Rampage®, Dalim Twist® and Enfocus Switch®...
- Guaranteed compliance with PSO / ISO 12647 certification color requirements
- Includes PDF industry Standard Adobe PDF library® latest version for problem free PDF processing in any recent or old RIP and production workflow

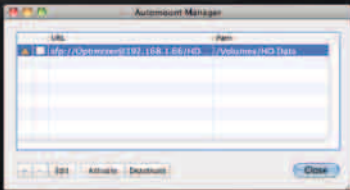


- Includes Award-winning and industry leading Alwan technologies: Dynamic DeviceLinks® and Dynamic Black Generation
- Total compatibility with possible upstream color management and Alwan standardization solutions



- Improves make-ready time, print contrast and print stability throughout print run of any printing process

- Eliminates all wet ink and set-off problems caused by heavy ink weights
- Industry leading Ink Savings software with more than 600 installations worldwide. Please ask your Alwan Preferred Dealer for references
- Proven maximum ink savings thanks to the included «Ink Statistics» calculator
- Guaranteed Return on Investment (ROI) in less than 6 months with Alwan's Money Back Guarantee



## Target Users:

- Sheetfed Printers
- Web-Offset Printers
- Digital Printers
- Packaging Printers

## CMYK Optimizer Editions

Editions	PrePress	Press	Eco
Dynamic DeviceLinks® Color Management			
GCR Settings: No K, Light, Medium & Heavy			
GCR Settings: Maximum GCR			
Dynamic Ink Savings			
Dynamic TAC (Total Area Coverage)			
Ink Consumption Statistics			



No

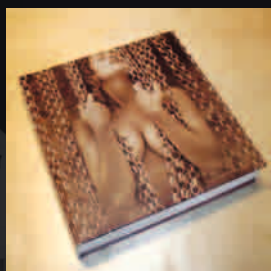


Yes



# CMYK Optimize

**Alwan CMYK Optimizer ensures winning results for Mondadori Printing. Extraordinary color and quality for famous Pirelli Calendar Book.**



With four production sites in Northern Italy, Mondadori Printing is one of the largest graphic companies in Europe. It offers printing services not only to Mondadori publishers as well as to a large number of other Italian and international customers. With a workforce of over 1,500 employees, the company can print using offset, web offset, gravure and flexography. The production from the offset division ranges from books to covers for catalogues and magazines and are produced using gravure or web offset.

Mondadori's color management requirements reflect a common trend in today's dynamically evolving industry. The graphic production flow has recently experienced a real revolution in terms of its technology and methodology. Operators must handle files coming from every corner of the world. However when it comes to color management, the ability to intercept errors as well as potential problems from incoming files is totally ineffective. One frequently occurring problem is preserving the purity of the Black channel, when performing a colorimetric conversion using two ICC profiles. Alwan provides an effective solution to this problem with its award winning CMYK Optimizer software, which is based on the Dynamic Device-Link profile technology. CMYK Optimizer effectively resolves this kind of problem by focusing on the digital profile at the initial phase of plate creation.

The right software for optimal results

Sergio Brunelli, head of prepress and offset quality control at Mondadori Printing, provides an example of why Alwan CMYK Optimizer is an absolute must in their production workflow: "A client provided a PDF file that was only suitable for web offset printing. All of a sudden he decided to switch to gravure printing at the very last minute. In view of the tight production schedule and costs related to converting the digital files, we intervened on the files using the Alwan CMYK Optimizer software. Thanks to the Dynamic DeviceLink technology, the files were converted directly from the web offset profile to gravure – completely avoiding the problems of managing the black channel.»



# er Success Story

2008  
INTERTECH  
TECHNOLOGY  
AWARDS



Alwan CMYK Optimizer's track record for delivering successful results gave Mondadori Printing a technical edge to handle the demanding print requirements for the famous 639-page Pirelli Calendar book. It needed to be printed in offset with a very high print run. Because of the importance of the job and the quality of the images, Mondadori chose to do a preliminary printing test on key pages in the book. Printing sheets that contain both four-color and black-and-white images are extremely difficult to print.

"We thoroughly analyzed the job in advance. With some images, we were mostly working with the black ink channel, while for others the three-color inks were predominant and there was hardly any black used," says Mr. Brunelli. «It was practically impossible to reproduce such different images with any degree of quality. We had to choose between either working on the separations or compromising on quality."

Mondadori's experience and technical know-how enabled the company to process the test file using Alwan colour management software, then compare the printed results with and without conversion. Alwan CMYK Optimizer Ink Saver was used to re-map the Pirelli book file. The separations were rebuilt using the GCR method by reducing TAC without affecting the colors. The use of CMYK Optimizer enabled optimal printing conditions to be achieved with the new test files within a very short time. "When examining the printed black-and-white proofs with and without the use of the Alwan software, it was striking that the separations that were not re-mapped using Alwan showed uneven inking on the various images, while the others were evenly inked. The software re-mapped the separations, removing or adding color where necessary, while respecting the constraints imposed (TAC and GCR). The resulting file was easy and fast to print, with fewer counter-printing problems, and the ink savings were significant," states Brunelli.

Sergio Brunelli is extremely pleased at the immaculate print quality of the Pirelli Calendars. "We were looking for a solution to be able to print the Pirelli calendars in the best possible conditions. Alwan CMYK Optimizer proved to be the ultimate tool to achieve optimal print quality and delivered a near perfect proof match, at the same time reducing print costs," concludes Mr. Brunelli.





# COLOR Pursuit

## Description:

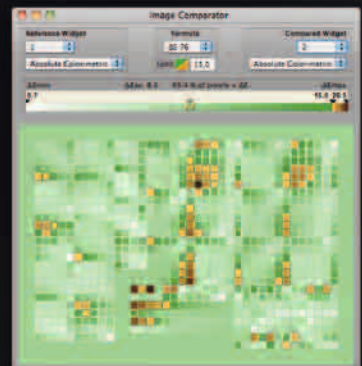
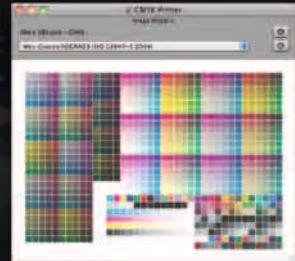
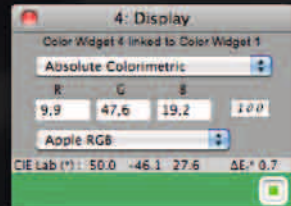
*ICC Profiles and Color reproduction quality assessment software*

## Main Feature:

- ICC Device, Color Space and DeviceLink profiles assessment
- Gamut calculation and estimation of the Quality Index of a Device
- Evaluation of the reproduction quality of an image in a workflow
- Evaluation of the reproduction quality of a color in a workflow
- True Softproof display of assessed colors and images

## Target Users:

- *Color Management specialists*
- *Profiling specialists*
- *Schools, training centers*



# LINK Profiler



## Description:



Industry leading ICC DeviceLink Profiles building software

## Main Features:

- Improved proof color and visual match
- Accurate Press to Press color match
- Optimal output black generation and TAC (total area coverage) for the destination printing press
- Preservation of C,M,Y,K, CM, CY, MY colors purity with dot gain compensation
- Preservation of achromatics
- Preservation of CMY colors under solid black
- Preservation of solid and registration marks
- Choice of rendering Intent

- Choice of black point compensation
- Printer / Press curves support
- GCR settings: No K, light, Medium, Heavy, Max
- Maximum Black (for maximum ink savings)

## Target Users:

- Premedia
- Prepress
- Color Management Specialists
- Profiling specialists



# About Alwan Color Expertise



*Alwan Color Expertise was founded in Lyon, France, in 1997 by the current President Elie Khoury. His vision - to demonstrate how important it is to standardize and control color throughout every stage of production - has resulted in the company becoming a world leader in standardization and color management implementation.*

*Today, Alwan provides software to key players throughout the graphic arts industry, from printers to publishers and from software developers to hardware manufacturers. Alwan Color Expertise offers a choice of four full-featured software solutions. Each delivers specialized capabilities that enable all partners along the graphic production line to guarantee the color accuracy of their work, while ensuring optimum production further down the line.*

*Alwan has recently established very strong partnerships with many graphic industry players who are involved in standardization worldwide. They include research organizations, universities, software publishers and OEMs.*

*Alwan Color Expertise has appointed specialist distributors for each of the targeted market segments. An ever-growing number of leading prepress manufacturers are either bundling Alwan software with their products or recommending it with their systems, such as Compose System, Dalim, Enfocus, Nazdar, X-Rite and others.*

## Contact us

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