



Match brand and special colours to customer defined or library specifications



## InkSpec – powerful management of brand and special colours

InkSpec is a comprehensive colour management system providing systematic, measurable production control of special and brand colours.

- Quality control for brand and special colours
- Work with your ink supplier to optimise your ink set
- Identify performance consistencies on differing stocks
- Quantify Dryback colour shifts
- Adopt a systematic, measurable approach to Spot colours

In today's printing industry where competition is fierce, quality, speed and cost can all determine success. Requirements for the accurate reproduction of brand and special colours is increasing, especially for packaging and specialist printers whose jobs often extend beyond the standard CMYK process.

InkSpec is a colour quality system from Mellow Colour that provides the tools to enable consistent, accurate and repeatable production of special colours.



### Benefits of InkSpec

- Special and brand colour control and verification system
- Match brand colours on a variety of substrates
- Standardise special colour printing performance
- Manage your clients brand and special colours
- Reduce waste, downtime and improve communication



## So how does it work?

Colour libraries are created by either importing existing libraries; by measurement of a sample colour; by download from the customers MellowCloud server; or by simply entering the required Lab values and TVI (Dot Gain) targets. The most comprehensive colour definitions are based on spectral data including TVI targets.

The user selects the target paper type and ink definitions relevant to the job from the ink database, which can hold an unlimited number of colours.

A spectrophotometer is used to read colour values from a small colour strip printed with the job, from which L\*a\*b\*, Delta E, density and dot gain (TVI) is calculated.

Measurements are compiled into a Summary Report and a detailed multipage InkSpec report. Users can identify how close each ink colour is to the specified targets and tolerances in the ink database, with a concise colour report.

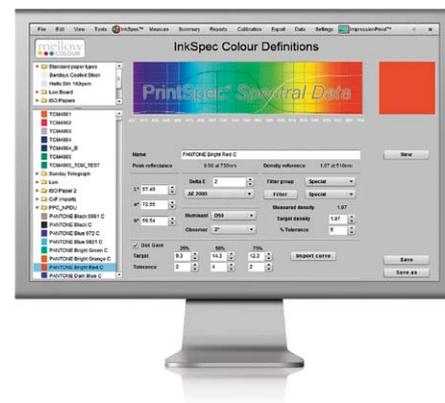
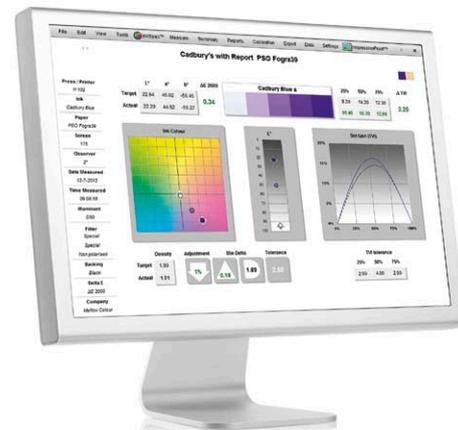
Reports are generated from strips of either solid patches alone, or solid patches plus tints. The most comprehensive reports, that allow the user to see how colours change under different lighting conditions, are generated from the highest level colour definitions.

Density targets and Min Delta adjustments are provided to assist the printer in matching the target colour. An on screen visual comparison of target colour versus measured colour is also displayed, providing further assistance with highly critical colours.

Where the combination of substrate, ink and surface finishing specified by the customer is unable to reproduce the required colour, a re-formulated ink is often the only option. InkSpec can export the substrate and target colour data in the formats required by ink formulation systems so that correctly formulated ink can quickly be supplied.

InkSpec special colour and PrintSpec four colour reports are designed to work together for measurement and report generation, so that any mix and number of colours can be accommodated on a job.

Reports can be stored locally on an internal database or uploaded to the MellowCloud for customer approval.



## Our product family includes:

**PrintSpec** - allowing you to match your print to ISO12647 – a common objective for Printers & Clients.

**InkSpec** - a comprehensive colour management system addressing the need for systematic, measurable production control of special and brand colours.

**FlatLine** - used in conjunction with a range of press side scanning spectrophotometers to speed up ink key setting to achieve ISO12647 compliance.

**ImpressionProof** - ImpressionProof utilises 'Comparative Proofing' technology to allow printers to use press ready pdf's and spectrophotometry to compare how the job should look, to how it does look. Clients can use ImpressionProof for remote print run approval.

**RetroSpec** - analysis of trends and variation throughout individual jobs and across multiple print runs.

**MellowCloud** - a secure portal that allows printers and customers to exchange colour data and print run reports.

**Colour Quality Training** - we provide on-site colour theory & colour management training courses for occasional & advanced users. Courses can be constructed with a print buyer, design, pre-press or pressroom bias.