



## KATZ BEVERAGE COASTER

### Digital proofing

#### Definition: Colour Proof

A colour proof serves as a colour-true contract proof, providing the most accurate possible indication of how colours will appear in the final print product. The digital proof is produced on the same substrate as used for the final coaster production. The Media Standard Print and ISO 12647-7 standard define the conditions under which a proof can be classed as colour-true.

The colour accuracy of a colour proof is evaluated by a control device known as the Ugra/Fogra Media Wedge. The measured values are expressed in the L\*a\*b\* colour model format. The L\*a\*b\* colour system is a three-dimensional coordinate system or 'colour space' which represents every position of the colours on the media wedge at defined coordinates. The measured values are printed on a test label. This label indicates whether the colour accuracy of the proof meets the narrow, prescribed tolerances. In addition, values known as 'Delta E' indicate the extent to which colours deviate from the defined target values. The internal standard in this case is a value of 3, i.e. only colour tones that differ by a Delta E value of 3 or more are outside the tolerance limit.

CGS ORIS CERTIFIED // WEB ID 794		dE2000 ✓	
Objekt: Offset_210318_E49	dE Papier:	Tol. OK 3.00	0.84
Liefer.:	dE Mittel:	3.00	1.61
Prüfer: Ams	dE Max.:	6.00	3.46 (B1)
Job:	dE Primär:	5.00	1.87 (A21) K
Proofer: Epson 4900	dH Primär:	2.50	2.02 (A11) Y
Soll: Offset_210318_E49.txt	dH Ø Grau:	1.50	0.83
31.01.2019 13:21:05 Unterschrift		Eye-One iO 30869 Eye-One 1075611	

A proof can only be classed as a colour proof if it features this test label.

#### Colour accuracy

The print substrate used by KATZ is wood pulp board, an essentially natural product which requires a wide variety of factors and influences to be taken into consideration, including the composition of the wood, climate, temperature, printing process, colour consistency, and many other issues.



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#### How the model is applied

Based on the ECI-profile (ECI = European Colour Initiative) for uncoated paper (PSO Uncoated ISO 12647 eci.icc), KATZ has developed a special output profile known as "Katz\_Ost-West\_03-2018.icc" which is ideally suited to fulfilling the requirements of this particular print substrate. The creation and calculation of our profile is based on numerous test prints. This profile is considered when the data is created and is also applied throughout the workflow (proofing device, platesetter).

#### Who to contact for questions on colour management

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