

# Drupa 2008 and process standard offset print

Yves Roussange concludes his series of articles on establishing print standards in the Australian industry, and points to the challenges it faces without Process Standard Offset-print.



Yves Roussange

## ISO 12647-2 and Process Standard Offset print: some of the history

In 2001 the German printing industry BVDM (German Printing and Media Industries Federation) asked FOGRA (Graphic Research Technology Association) to participate in research to find a definition of a process to improve the efficiency of printing presses. As a result of this research, in 2002 FOGRA developed the first worldwide characterisation of digital proofing certification based on ISO 12647-2 print description.

At Drupa 2004 the FOGRA media-wedge for proofing certification was presented to the world, and at the same time BVDM and FOGRA launched PSO (Process Standard Offset-print). PSO is the missing link that the industry has needed: certification of the printing operation to guarantee to the print buyer the best printing results based on matching a ISOcoated-v2 certified proof.

Between 2004 and today more than 250 printing operations in Europe have been certified to PSO. PSO is the only official and independent, unbiased certification process based on ISO 12647-2 and provided by an independent committee, (BVDM and FOGRA), and is not vendor related.

### Challenges of knowledge

In the last nine months, to help the Australian printing industry prepare for Drupa 2008, I have had published in *Pro-Print* six articles about ISO 12647-2 and PSO.

The Australian printing industry is facing an ever more competitive market environment. To meet the competitive market challenge, printing operations should, before buying a new press, think about how to improve the utilisation of their current press. PSO is about process and knowledge and not software. It is about the knowledge of the staff and efficiency of the printing operation.

ISO 12647-2 is simply the standard description, and will not tell you how to utilise your press. PSO will!

The Australian printing industry is facing the biggest challenge of the last decade — trying to catch up with four years of education and standardisation in the next nine months, with the aim of being up-to-date for Drupa 2008.

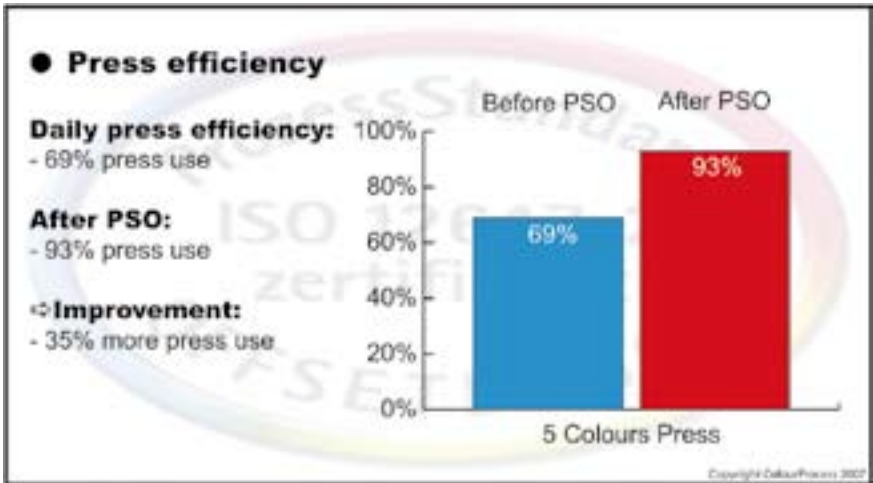
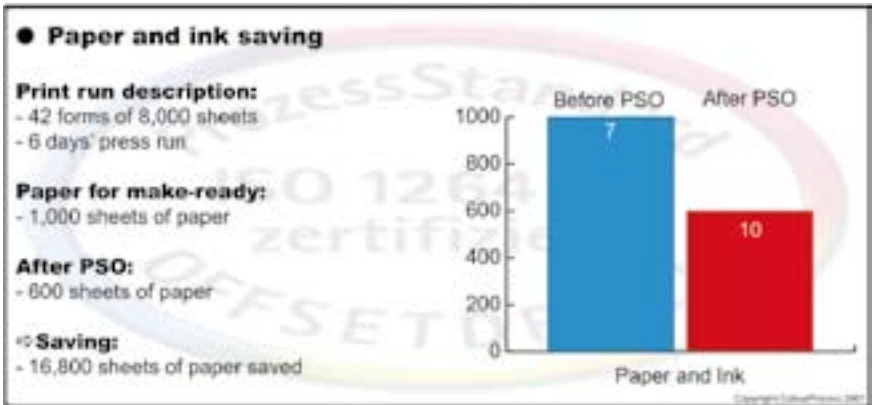
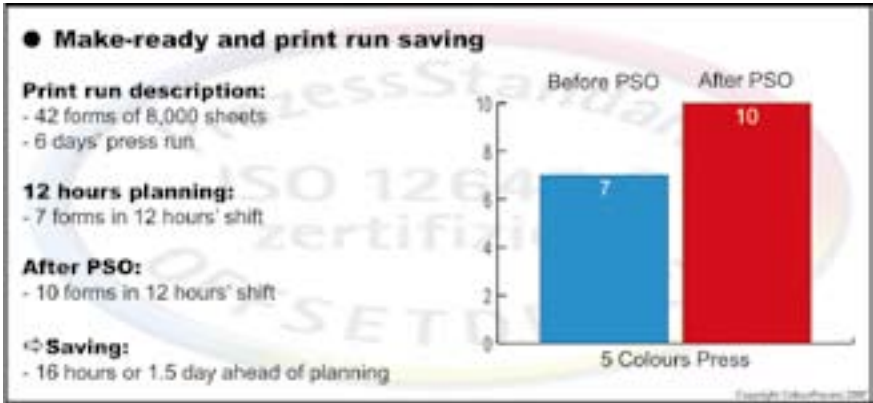
### Drupa 2008

All press manufacturers will print to PSO — this will be standard. They will talk about how the new technology integrated into their presses will improve your PSO efficiency even further. But if you are not able at this time to print according to PSO, or have some understanding of the PSO process, you will be lost and will suffer from a cultural block for your printing operation.

### New expectation of your clients

Today clients want predictability in the reproduction of their work. Proofing and presses must be standardised. In





turnaround times, we all know that clients are becoming significantly more demanding, with no commensurate expectation of paying a premium price to achieve the impossible.

This trend is not going to go away. If print wants to keep pace in the changing communications landscape, we need to make jobs quicker and easier to turn around, with higher levels of quality and consistency. Using standards is the single most important opportunity for printers in Australia to rise to meet this challenge.

**The improvement you should expect**

By implementing PSO, German printers have improved their press efficiency by more than 35 per cent while simultaneously delivering their clients printing "best practice".

On the left is an Australian printing production story of PSO implementation.

Job description:

- 42 forms of 8,000 sheets to be printed in 6 days during a 12 hour shift;
- Before PSO the print shop planned 7 forms in a 12 hour shift;
- After PSO 10 forms have been printed in the 12 hour shift;
- Makeready time has been improved by 40 per cent;
- Paper savings at makeready of 30 per cent;
- Total improvement of press efficiency: 40 per cent.

Just calculate the return on investment! The print shop has recovered the consulting cost to implement PSO in just four months. «

**How ColourProcess can help**

I created ColourProcess two years ago because I saw the missing links of standardisation and process in the Australian printing industry. As an independent consulting company ColourProcess is not about selling software that will "save the day". Our goal is to improve your knowledge of the process and the standards, which leads to a dramatic increase in the efficiency of your print shop. As a partner of FOGRA, providing onsite support for the certification according to Process Standard Offset (ISO 12647-2), ColourProcess is able to improve the profitability of your printing operation.

- ColourProcess provides the best available expertise in Australia;
- We have significant experience of process by creation, gained with SICOGIF (French printing association) proofing standard based on print results;
- The best available network of international contacts — providing insight into the future evolution of the process and a close relationship with FOGRA as a partner;
- Providing on-site support for the certification according to Process Standard Offset, (PSO);
- BVDM and FOGRA certified printers represent best practice around the world because of their knowledge and their expertise. Technology does not deliver change, informed people do. ColourProcess has the same philosophy — people are the key to success.