

BMW and PSO: An international success story

Yves Roussange talks to Stefan Spengler of Greenhouse Publishing about the processes involved in satisfying the demands of BMW as a print client.

Greenhouse Publishing GmbH produces all the sales literature for BMW worldwide. Since 2003, BMW and Greenhouse Publishing have been facing major issues in achieving their desired quality levels in the printing results they were obtaining on BMW brochures. In an effort to improve the reliability of printing results, Greenhouse Publishing was the instigator of the ISO standard development process in the German printing industry and has now worked with BVDM and FOGRA to create Process Standard Offset-print.

In 2007, Stefan Spengler of Greenhouse Publishing GmbH introduced BMW's own required PSO validation for printers producing materials for BMW, based on the ISO 12647.2-2007 printing standard.

Under this quality controlled validation system, any printer who wishes to submit a quote to produce printed materials for Greenhouse Publishing GmbH and BMW needs to be FOGRA/BVDM/PSO certified with regard to their internal quality control processes, and must pass the PSO Greenhouse validation process in order to be able to guarantee the best printing results to the end customer.

In a recent discussion with Yves Roussange, Stefan Spengler shared some of the details about the size of Greenhouse Publishing's printing production for BMW and the reasons behind their strict requirements that all their work must be produced by certified printers.

Yves Roussange: What is the value of the printing that Greenhouse Publishing produces for BMW per year in Euros, and how many pages do you print?

Stefan Spengler: Around eight million copies and around 100,000 pages per year. Its value is about €12,000,000.00, or \$A21,000,000.00.



Yves Roussange has worked hard to see the acceptance of ISO print standards in Australia.

The internal quality control of PSO makes for easier implementation of device-link profiles and colour management for print production.

The BMW test suite for producing print work for the motoring company.



Where are your printers located, and how many are there?

All our printers are located in Germany. Greenhouse Publishing currently includes about 15 printers in its pool.

Why did you create your own PSO validation?

In order to achieve better control over the quality of the printed result. We needed to reduce the tolerances to half of what PSO recommend in order to prevent wastage and reprinting.

What is the colour space of your archive?

ECI-RGB_v2 from 2007, and ECI-RGB_v1 until 2007.

When did you start using ISOcoated-v2 profile for your printing production?

In production period 2, part of 2007.

What type of colour management technology are you using on your premises?

We use EyeOnePro and basIColor Control for validating off-set prints, and EyeOnePro and basIColor Certify for validating proofs.

Are you using soft-proofing technology to view artworks, and what is your opinion about soft-proofing on the press?

This is a technology we have explored for the future, but due to the limited experience of printers with soft-proofing we have decided to put soft-proofing on press on hold for the short term.

How do you manage your archive with two colour spaces, BMWcoated_v1 (ISOcoated) and ISOcoated_v2?

Greenhouse has developed device-link profiles with the help of basIColor GmbH to convert our old BMWcoated_v1.icc data to ISOcoated_v2_GCR65_TAC300_bas.icc data, and we use SwitchBOX workflow technology for automatic colour management processing of the PDF files.

How many pages need to be converted?

Approximately 10,000 pages have been converted from BMWcoated_v1 to ISOcoated_v2 this year.

What, in your opinion, is the best technology?

I think basIColor demon with basIColor device-link profiles, and SwitchBOX workflow technology using basIColor device-link profiles converting from old BMWcoated_v1 to the newer ISOcoated_v2.

What are the implications and the long-term benefits for Australian printers who embrace PSO certification?

PSO by BVDM/FOGRA is about quality control and processes in the print shop from the PDF file delivery stage to the final print run, and is the only independent print evaluation

process implemented by the German printing body BVDM and the FOGRA Institute. The neutrality and independence of the print evaluation process is the only guarantee available to and accepted by international print buyers to assure them that the same quality in printing results can be produced in Australia as in Germany.

The global print market will become more and more like a local printing village market as the pace of globalisation increases and as the new awareness by print buyers of their carbon footprint becomes more acute. As the world becomes “the Global Village” so too does the world printing market become “the Global Printing Village”.

There are two very important points to consider here. One is that print buyers in the car manufacturing industry, for example, want to reduce their carbon footprint in order to save money, as well as for environmental reasons. Look at the costs they pay for sending their printed advertising material around the world; transport costs have increased in the last eight years from \$US10.00 per tonne to \$US100.00 per tonne. The second is that the economic advantages they can gain by sending their information around the world digitally, to have it printed in the country where they want it to be distributed, are enormous.

Print buyers are looking to the new FSC environmental paper to help the printing industry reduce their carbon footprint. The combination of being PSO certified by BVDM/FOGRA and combining this with the new FSC environmental papers will open a brand new market for the Australian printing industry to address the new needs of international print buyers wishing to reduce their carbon footprint by printing locally in the near future.

Is applying colour management to files before printing a dream or the next step in printing improvement and quality differentiation for Australian printers?

Touching the colour content of a client’s PDF files can be a big cultural challenge for some printers. Technology has made major improvements in the past two years with a new generation of profile creation software such as the new basICColor Print-3 and the democratisation of the use of device-link profiles for CMYK to CMYK colour conversions and ink savings.

To utilise this new colour management technology in improving colour reproduction, printers need to at least print to the standard or much better ... to be PSO certified by BVDM/FOGRA.

The internal quality control of PSO makes for easier implementation of device-link profiles and colour management for print production. ColourProcess has created device-link profiles to improve the uniformity of ink distribution across the printing sheet, allow 30 per cent faster drying time on coated and uncoated papers, and reduce or remove the perfecting effect on some presses with ink savings from 20 per cent to 32 per cent, depending on the files supplied.

By embracing the new Australian printing standard AS ISO 12647.2-2008, and becoming PSO certified by BVDM/FOGRA, printers will be able to substantially improve their printing efficiency and will be prepared for the next big things — colour management on the print floor and producing print for international companies doing business in Australia and wanting to save money and environmental costs by having their materials printed in the country of distribution.

During the past two years, Yves Roussange of ColourProcess has been the most active printing industry consultant working to encourage Australian printers to embrace the ISO printing standard. He has led Australian printers to see the next evolution of our printing industry standardisation.

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