

Output/Print Management Case Study

CGS Publishing Technologies Jarvis Press



The Challenge:

- Meeting customer demands for exceptionally high color quality and consistent color matching capabilities from its Xerox iGen3 Digital Production Press.

The Solution:

- A color management system from CGS Publishing Technologies International that includes ORIS Press Matcher Pro, ORIS Certified Proof and ORIS Color Tuner Pro.

The Results:

- Consistent production of high quality, exact colors
- Improved ability to match digital output to offset output
- Maximized use of operator and press time
- Reduction of waste
- Constant ability to meet and exceed customer expectations



Business
Partner

Customer Profile

The Jarvis Press was founded in 1951 by Bill Jarvis. It was acquired in 1994 by Consolidated Graphics (CGX), one of the leading general commercial printing companies in North America with 70 printing businesses strategically located across 27 states and in Canada.

The Challenge

After five years of operating a Xerox iGen3 digital press, Jarvis recognized that its customers expected higher quality from digital printing. “Ad agencies today are getting a lot smarter about how they’re dealing with their color management,” says Cory Sawatzki, Digital and Storefront Manager at The Jarvis Press. “They’re educated on what color is and what color standards are. Because of that, you have to be able to offer them a viable and educated solution for color management. We had to look into a way to lock in color consistency and color quality.”

The Solution

The Jarvis Press implemented a color management system that includes ORIS Press Matcher, ORIS Certified Proof, and ORIS Color Tuner Pro. “We tested a couple of products and found that ORIS was fairly simple to use, was cost-effective, and did the job better than most all other systems we found,” says Sawatzki.

ORIS Press Matcher enables Jarvis to produce high-quality consistent and repeatable color on multiple presses—its iGen3, an Epson 9800 inkjet printer, and its conventional presses. ORIS Press Matcher produces high-resolution files for any output device by using hot folders to transport and process the files. ORIS Color Tuner Pro enables Jarvis to produce contract quality proofs on its Epson 9800 inkjet printer. And ORIS Certified Proof provides trackable results for all proofs.



Meet The Jarvis Press Management Team: (L:R) Craig Oslos, New Digital Manager; Cory Sawatzki, Digital and Storefront Manager; Ned Steck, President; and Jarmon Downs, Vice President of Sales.

The system includes test targets that are color patches printed on the side of the proof. An operator uses hand-held spectral measuring devices to scan the target and the software matches the target to color characterization data for SWOP and other standards. An automatic hot folder-based workflow increases efficiency and RIP-ready files increase speeds.

Matching Digital to Offset

In addition to needing higher quality digital printing, Jarvis needed to match its digital color to its offset presses. The print provider operates three six-color offset 40-inch presses—two with coaters, and a half web. In its digital department, Jarvis printed more than 7.5 million impressions on its iGen 3 last year. To handle that volume, the company just installed an iGen3 90 that outputs to 5,400 full-color impressions per hour.

“Jarvis is G7 certified so our offset presses print a very nice and robust G7 color,” says Sawatzki. “A toner-based press is not necessarily going to be able to reach that, but you have to be close. The targets that come built into the press are not enough to get it to look like the offset press.

“We’d have a 500,000 run on the offset press,” he continues, “and then clients would come back and say ‘we’re 500 short, we just want to run 500 individuals off the digital press.’ We couldn’t do that, or if we did, it would take days of tweaking the color to try and get it close to the offset press. With ORIS, we can point the spectrophotometer at a target, which is the same target we use on our offset presses, and the system will bend the color to get it as close as possible to that target.”

A Process Based on Measurements

As graphic arts companies continue to automate their operations and focus on improving processes, Jarvis liked the fact that the color management system increased efficiencies and improved productivity by reducing the subjective color evaluation process.

“The object of the game is to create a set of processes that people can follow over and over again to come up with the same exact result no matter where they are,” says Sawatzki. “We here at Jarvis partnered with one of our sister companies through Consolidated Graphics, Keys Printing in South Carolina. We set up two parallel systems when we first installed it to see if, by both going through these objective stages, our results would come out to be the same. And the answer was an emphatic yes.”

Time and Paper Savings

With the system calibrating colors based on measurements, Jarvis saves significant operator and press time. It takes about one-fifth the time to calibrate the press and run proofs, says Sawatzki. In addition, by not having to run so many iterations of proofs, the company significantly cuts paper waste.

“ORIS improved our current workflow, it improved how we do things, and we get better quality,” concludes Sawatzki. “The place where it returns itself is in future work. We can sell it. We can go out and say that we’re calibrated as close to G7 or Gracol as we can possibly be on a digital press. We can also sell the fact that we can stay stable: a proof that I show you today will look like something I show you a month from now.”

Jarvis first implemented the system in November 2007, and now 10 CGX companies are using ORIS systems. As the interest in color management continues to spread throughout CGX’s printing organization, Sawatzki will move to the corporate office as Manager of Graphic Technologies to help initiate new color and technical workflows at a corporate level.

Benefits at a Glance

- **Production of high quality color**
 - ORIS Press Matcher produces high-quality consistent and repeatable color on Jarvis' iGen3, an Epson 9800 inkjet printer, and its conventional presses.
 - ORIS Press Matcher produces high-resolution files for any output device by using hot folders to transport and process files.
 - ORIS Color Tuner Pro produces contract quality proofs on an Epson 9800 inkjet printer.
 - ORIS Certified Proof provides trackable results for all proofs.
- **Consistent color matching:**
 - With ORIS, Jarvis can point the spectrophotometer at a target, which is the same target used on its offset presses, and the system will bend the color to get it as close as possible to that target.
- **Reduction of subjective color evaluation**
 - The system is built to be an objective process-driven color calibration tool
- **Time and paper savings**
 - It takes about one-fifth the time to calibrate the press and run proofs
 - By not having to run so many iterations of proofs, Jarvis significantly cuts paper waste

Xerox equipment:

- Xerox iGen3 Digital Production Press

Software:

- ORIS Press Matcher
- ORIS Certified Proof
- ORIS Color Tuner Pro



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getting results.*

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