



**G7+PCM**  
**THẺNG TIẾN TỚI ĐÍCH**  
*G7+PCM*  
*STRAIGHT WAY TO THE TARGET*

Ho Chi Minh City, May 2019

# VÀI NÉT VỀ IN SỐ 7

## PRINT NO. 7 AT A GLANCE

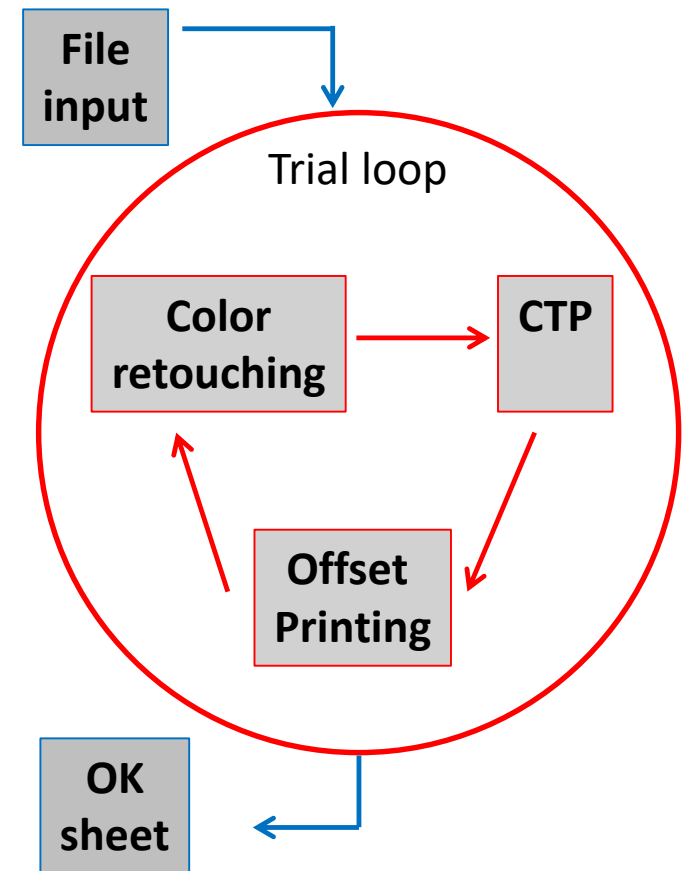
- 250+ people
- 40% Packaging, 30% Label and 30% Commercial
- 2018 Turnover 14 mil USD
- Productivity 8 mils of impressions/month
- Paper consumption 140+ tons/month
- 6 offset presses ( $\geq 4$  color)
- Without Color management and Standard (before)



# QUY TRÌNH IN TRƯỚC KHI CÓ QUẢN TRỊ MÀU

## WORKFLOW W/O COLOR MANAGEMENT (BEFORE)

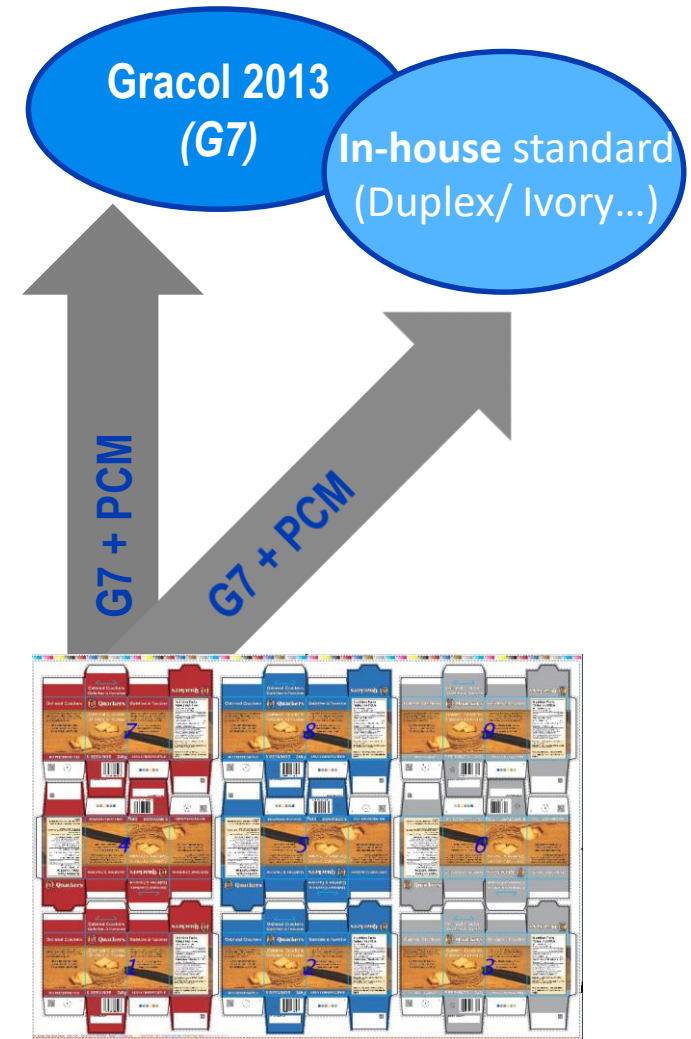
- Long & costly process for a new job approval
- Costly new job make-ready (CMYK) on press :
  - Trial count for each new-job approval cycle: 1 – 4 trials
  - Pull count, ink adjustment : >7 pulls/ trial
  - Time per print trial : 30 mins – 120 mins/ trial
  - Paper waste: 400 – 2.500 sheets/ trial
- Not able to boost productivity



# “ĐÍCH” VÀ “CON ĐƯỜNG”

## “THE TARGET” & “THE ROAD”

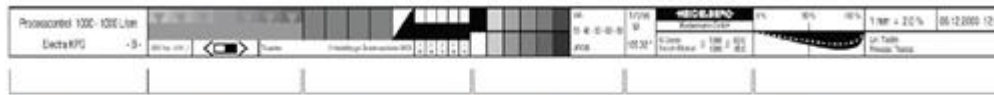
- Start from scratch in Jan. 2019
- Choose Gracol 2013 (G7) as “**Target**”.  
Additional In-House standard for Duplex / Ivory paper
- Set up the PCM process in every step of color workflow – “**Road**”
- 2 questions for “**Target**” and “**Road**”



# PCM LÀ GÌ

## WHAT IS PCM

- Optimize the operation at each step **Prepress - Proofing – Print**
- Calibration, Measurement and Documentation



-Resolution  
-Plate Type  
-Separation

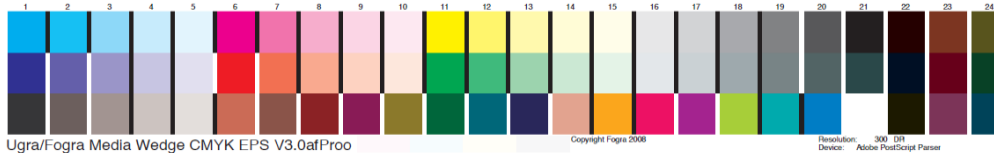
-CTP Exposure  
-Processor  
-Development

-Laser Settings &  
-Fine Details  
-Highlight &  
-Shadow Tones

-Tone Fields

-LPI  
-Angle  
-Screening

-Calibration Curve  
-Linearization Curve  
-Dot Gain Curve  
-Output Date



Ugra/Fogra Media Wedge CMYK EPS V3.0afProo

Copyright Fogra 2008

Resolution: 300 LPI  
Device: Adobe PostScript Printer



-Slur &  
-Doubling

-Solid Density  
& LAB Values

-Triangle  
-Center

-Ink Trap

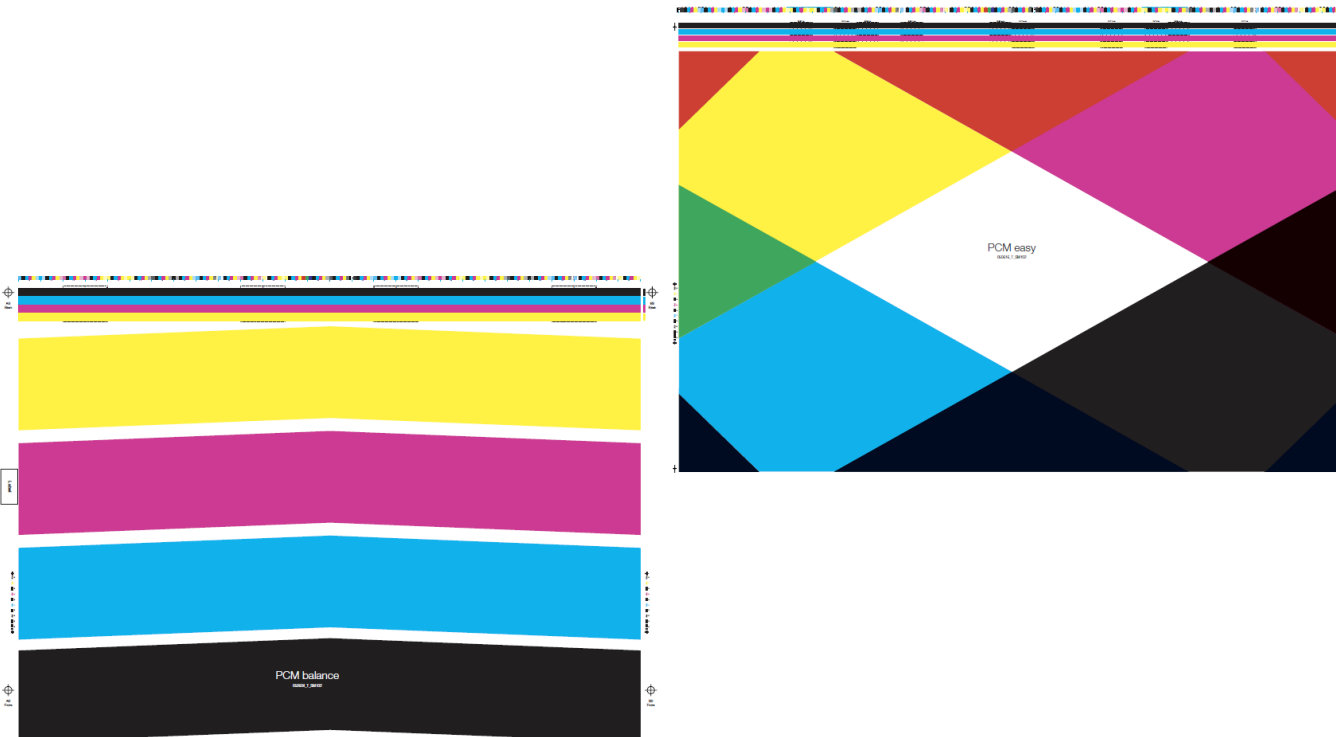
-Tone Values  
20, 40, 80



# PCM LÀ GÌ

## WHAT IS PCM

- Optimize Press through specific calibration print jobs
- Choose optimum process color values
- Fast inking-up to get OK sheet (200 impressions)

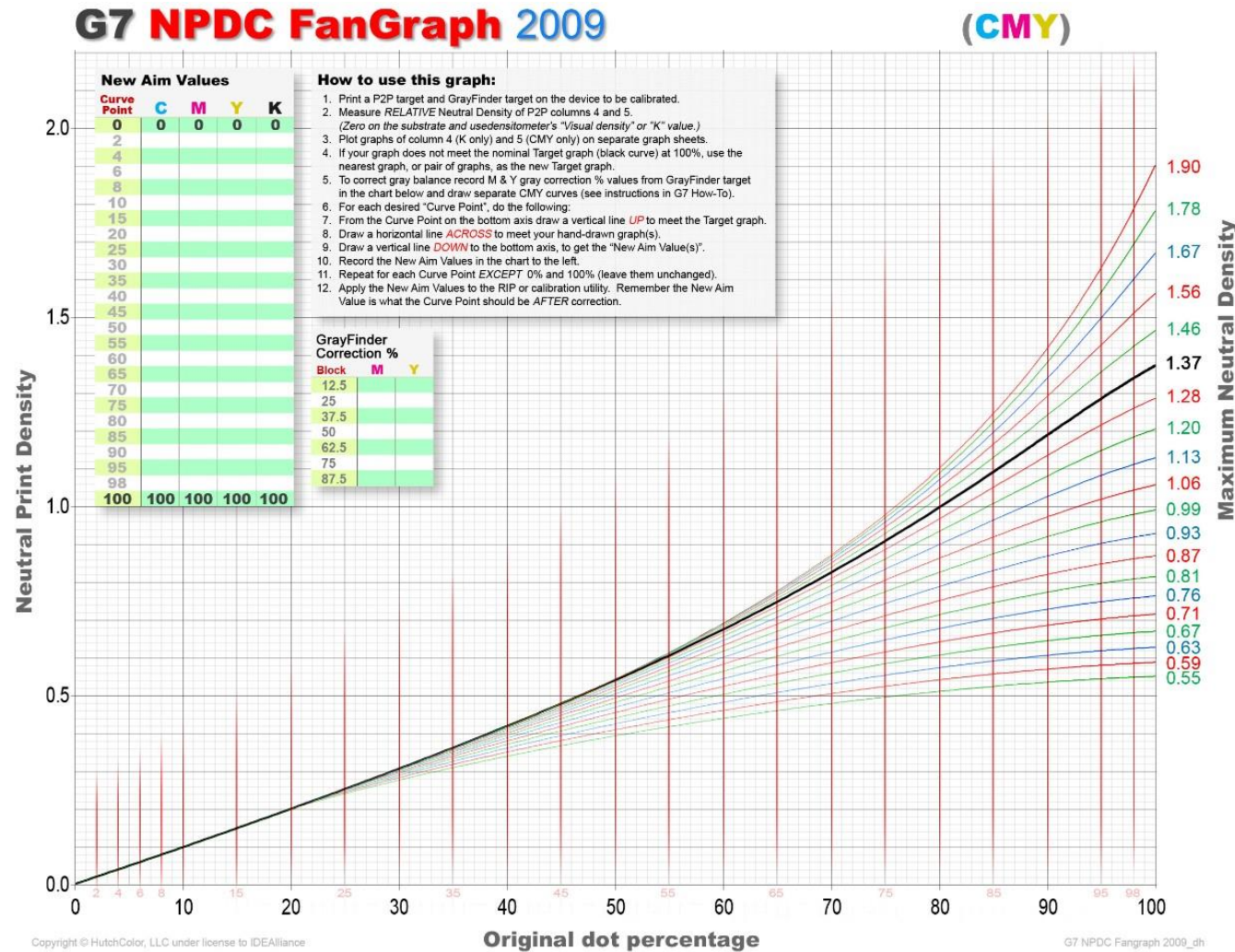


# PCM LÀ GÌ

## WHAT IS PCM



- Process calibration for steps **Prepress - Proofing - Print**
- G7 calibration is an organic integration part of the PCM process



# KẾT QUẢ ĐẠT ĐƯỢC ACHIEVEMENT

## COLOR MATCHING OF PROOF (*inkjet*) – SOFT PROOF – OFFSET PRINT

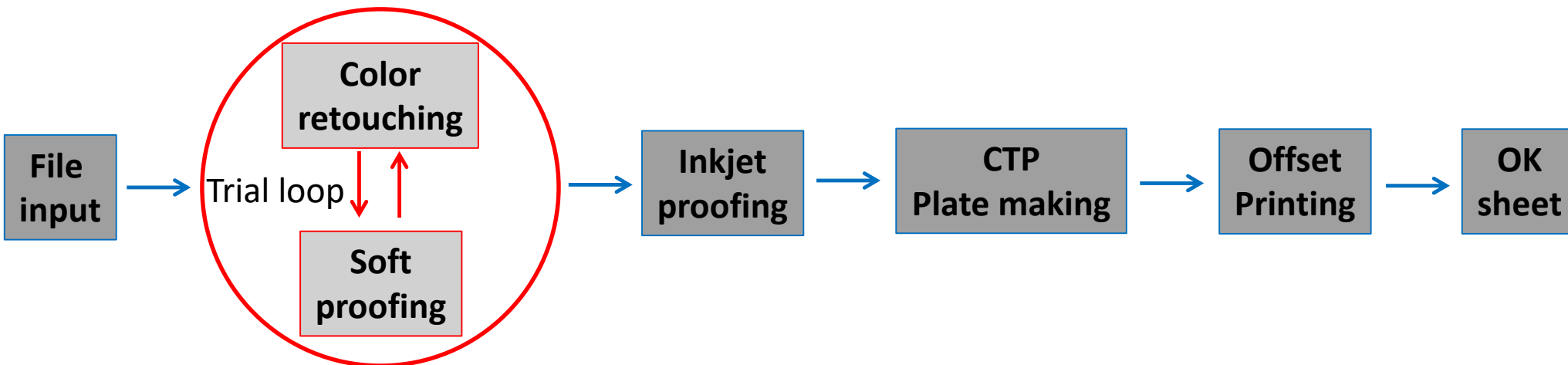




# KẾT QUẢ ĐẠT ĐƯỢC

## ACHIEVEMENT

- Fast and reliable new-job approval process
- Fast and stable new job make-ready (CMYK), on press:
  - Trial count for each new-job approval cycle: 1 time
  - Pull count, ink adjustment : 2 pulls/ trial
  - Time per print trial : 15 mins/ trial
  - Paper waste: 200 sheets/ trial





## G7 Master Facility Colorspace

Qualified through March 31, 2020

### Printing No.7 JSC

has achieved the level of G7 Master Qualification with colorspace compliance by demonstrating through production of print and/or proofing, the knowledge, skill, and best practices required to effectively operate the G7 methodology in a graphic communications production environment.



Timothy Baechle  
President & CEO



- First Vietnamese Printer acquires G7 Certificate “ColorSpace” highest level
- Gray balance and 1.600 color patches passed

- The most trusted Graphics total solution provider in Vietnam, since late 1980s.
- Equipment, Software for different printing process: Offset, Digital, Flexo
- Technical service: Color Management consulting, Standardization, Calibration for color matching between different printing processes...



VIDEO CLIP – 3 MINS

# THANK YOU



**125**  
years  
1892-2017