

# General- Anzeiger & Canon

CASESTUDY

you can

Printing colours correctly on expired reels. The Bonn General-Anzeiger produces accurate colour proofs using the Canon iPF710.

The production department of the Bonn daily newspaper, the General-Anzeiger, can print accurate colour proofs on newsprint. The print shop is responsible for producing the daily paper and printed materials for external customers. The accurate colour proofs printed on a Canon imagePROGRAF iPF710 allow customers to check their material carefully. The colour pages proofed the RIP software package of EFI ColorProof. The proofs are printed on normal newspaper production paper by the iPF710 to produce a realistic simulation of the final print results.

Digital proofing was introduced in the production department of the General-Anzeiger in 2007. "The increasing use of colour made quality management became even more important for us and this is why we have chosen the Canon iPF710," says Thomas Köhns from the technical project management team at the Bonn General-Anzeiger. The EFI ColorProof 3.1 colour management solution is used for proofs of the colour pages. "EFI ColorProof is based on the ICC standard. It is very flexible and can easily be adapted to different reference profiles. It can also produce accurate colour proofs with an individual paper profile even on difficult media, such as newsprint," says

Helmut Schweighöfer, support specialist at EFI Germany, who was responsible for providing support for the project and making all the necessary adaptations.

The Canon and EFI solution allows the General-Anzeiger to respond more effectively to increasingly demanding customer requirements for colour reproduction in adverts and printed material. The customer's artwork is reproduced so accurately in the newsprint proofs, that it corresponds exactly to the final print layout.

As a result, the proofs are binding for both parties. "The dye inks of the iPF710 are particularly useful for us as they have a larger colour space than equivalent pigment inks. This was one of the reasons why we opted for the Canon printer," says Thomas Köhns. Saturated primary colours, such as cyan, magenta and yellow, can be reproduced particularly accurately using the imagePROGRAF iPF710. This is also true of other saturated colours, for example earth tones. "The combination of a four-colour system, high-speed printing and, in particular, dye inks is ideal for printing proofs on production paper. Pigment inks cannot produce accurate results for certain colours.

Thomas Köhns  
General-Anzeiger



 imagePROGRAF





imagePROGRAF iPF710

The iPF710 has solved this problem,” says colour expert Helmut Schweighöfer.

This allows the General-Anzeiger to avoid difficulties which are commonly encountered in the printing industry. Generally, proofs on normal paper or special newsprint proof paper do not correspond closely enough with the final results and so complaints are almost unavoidable. This can, of course, occur in the case of proofs of adverts supplied to customers. Proofs on normal white paper, produced using a non-standard printer driver, will inevitably result in differences. “It makes sense to use real newsprint for the proofs for three reasons. Firstly, we can use expired reels from production, which means that we don’t incur any additional costs. In addition, the proofs are available immediately and the customer can see how his material will look in the newspaper itself.”

The Cologne system vendor, Ditcon, provided the General-Anzeiger with consultancy during its search for the right system and introduced the company to EFI, a specialist supplier of colour management systems. “One particular challenge in this type of application is the use of real production paper. This 45-gram paper has only a limited capacity for absorbing fluid, in other words ink, without crinkling. The small amount of ink applied by our LFP systems is a major advantage,” says Wilko van Oostrum, product manager for LFP systems at Canon Germany.

The Canon iPF710 brings another practical benefit in the newspaper’s day-to-day work. “The increasing number of proofs we have to produce means that a fast system is essential. We were impressed by the speed of the iPF710,” says project leader Thomas Köhns. A proof for one page can be printed within two minutes. “The production department has to work to very tight deadlines and printing a proof on the iPF710 is much cheaper and less time-consuming than producing a press proof,” continues Köhns. “Colour accuracy, speed and the option of using traditional 45-gram production paper make the iPF710 the ideal system for the newspaper industry,” says EFI specialist Helmut Schweighöfer. The speed of the iPF710 is complemented by the ease of use of EFI ColorProof. Hot folders on the workstation are used to transfer the proofs to the system. The predefined settings are applied and the pages are printed on the printer. The result is standardised, reliable proofs. In addition, all the proofs can be archived, in case complaints about the colour reproduction are received at a later date.