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Meeting Notes, Tuesday 29<sup>th</sup> April 2003 at London House

Attendees who signed in:

Alan Dresch, Mellow Colour	Andrew Wilson, Unity Publishing
Andy Rollings, Economist	Annette Kilroy, Mack Brooks
Anthony Newson, Alphagraphics	Barney Cox, PrintWeek
Bill Greenwood, Gilchrist	Bob Marchant
Brent Martin, Colour Emotions	Bryan Sunderland
Carolyn Strolin, Guardian	Chris Batson, FT
Chris Bunnett	Chris Friend, WAM!NET
Chris Osborne, KPG	Craig Robertson, KPG
Damaris Kuzminski, Lowe Broadway	Geoff Hall, PMM
Hannah Newberry, DAL	Iain Bell, F1 Colour
Jack Bisset, Polestar	Jason Hamptom-Taylor, Worxgroup
John Charnock, St Ives	Jon Bessant, S&G
Jonathan Levy, PMM	Katy Rush, Scholastic
Keith Johnson, Mullis Morgan	Marcus Kirby, TFG
Marcus Scott-Taggart, Pira	Matt Spencer, httpprint
Michael Mann, Economist	Neil Agrent, PMM
Glenn Shekleton, DWS	Jeanette Rockley, BBC
Chris Beck, 4Sight	Miranda Clegg, Vio
Nick Finegold, Icon Repro	Pam Raftery, St Ives
Paul Taylor, Dewynters	Peter Roper, TMP
Richard Harris, Guardian	Rob Fogwill, Adfast
Rob Brack, RBI	Roy Saunders, Economist
Roy Topp, APPA	Stephen Irving, Mirror Group
Stephen Nagle, United Advertising	Tim Daly, WAM!NET
Toma Habashi, Mansun Group	Stephen Douglas, Seven
Ray Bushell, Atelier	

**Dates for your Diary**

The next meeting will be held towards the end of July 2003, more information will follow in early June.

If anyone has any feedback or suggestions for future discussion topics, please email [hannah@leafagency.com](mailto:hannah@leafagency.com).

### **WAM!NET – Tim Daly**

As per the sponsorship arrangements, WAM!NET had a five minute slot for updating the group on current activity. Tim's presentation is posted with the minutes for interested parties.

### **ECI Standards – Stephen Douglas**

Stephen very kindly gave us an update on the European Colour Initiative which concentrates on controlling colour ([www.eci.org](http://www.eci.org)). This group has been around since 1996, working very closely with other industry bodies and major organisations and their goals are as follows:

The European Color Initiative (ECI) is a group of experts which is dedicated to advancing media-neutral colour data-processing in digital publishing systems. It was founded in June 1996 on the initiative of the publishing houses Bauer, Burda, Gruner+Jahr and Springer in Hamburg.

#### **ECI-Goals:**

1. Media-neutral preparation, processing, and exchange of color information in accordance with the Color-Management-Standards of the International Color Consortiums (ICC)
2. Standardisation of data-exchange formats between contractors and clients in the publishing process.
3. Codification of guidelines (i.e. colorspace, file formats) for the exchange of colour information for printed media.
4. Cooperation with national and international organisations and standards groups (for example in formulating practical procedures for the ICC and ISO)
5. Committing all members to publishing those colour profiles which are relevant to their work, and to supporting the ICC-Standards and the ECI-recommendations.
6. Publishing the ICC color profiles of the members and interested companies, as well as various tools and information relevant to the goals to the organisation.
7. The establishment of ICC-based proof-processes.
8. The exchange of experiences, ideas and educational measures, as well as the support and proliferation of ICC-based colour-management processes.
9. Cooperation with relevant hard- and software producers with emphasis on the developers of standard applications, such as Quark, Adobe, Macromedia, and the providers of colour-management tools.

### **Colour Printing, Quality & Control**

John Charnock of St Ives opened this discussion by introducing his progress on the beginnings of a standard colour bar (see pdf files posted with these notes). He has developed a colour bar with a 5mm strip cut out, so you can overlay it onto any work coming off the press.

The original reason for developing this was to get process control established across all St Ives sites. He wanted a reference point for all press operators to use quickly and easily to ensure that what they were printing was in the right colour space.

John emphasised that this solution is not suitable for all printing and that there is still a need for sophisticated colour measuring tools. The control strips is now also being used as a way of proofing to ensure the files that come into St Ives are at an acceptable standard.

John is willing to develop this measuring tool through St Ives and the Digital Ad Lab and would like feedback ([john.charnock@st-ives.co.uk](mailto:john.charnock@st-ives.co.uk)). If John receives feedback and support, he is willing to print a batch on a one off basis and make them available to all.

Alan Dresch then gave us a very informative presentation about the standards we already have available to us in the field of colour and how to work with them, with particular reference to the ISO specifications ([www.iso.org](http://www.iso.org)). A copy of Alan's presentation is posted with these notes.

### **Template Driven Ad Creation**

Marcus Kirby gave us a brief insight into this growing area. The general process followed in template driven ad creation is as follows:

- user goes to website and pics a template ad
- they can then ad test, pics, prices and so on from a range of options
- the advert then comes up on screen
- it then either can be sent on to a repro house or artwork produced to final specification

Marcus had some trouble identifying providers of this service, but recommends the following URLs:

[www.saepio.com](http://www.saepio.com)

[www.sansuisoftware.com](http://www.sansuisoftware.com)

[www.simplydna.com](http://www.simplydna.com)

[www.quark.com](http://www.quark.com)

[www.adgistics.com](http://www.adgistics.com)

[www.onlineaddesign.com](http://www.onlineaddesign.com)

It was also brought to our attention during the meeting that Portland ([www.portland-pms.co.uk](http://www.portland-pms.co.uk)), Quickcut ([www.quickcut.com](http://www.quickcut.com)), The Adplates Group ([www.adplates.co.uk](http://www.adplates.co.uk)) and Prontaprint ([www.prontaprint.co.uk](http://www.prontaprint.co.uk)) may also offer similar solutions. If anyone would like DAL to cover this subject in more detail at a subsequent meeting, please email [hannah@leafagency.com](mailto:hannah@leafagency.com).

Damaris Kuzminski (Director of Creative Services)of Lowe Broadway detailed the template driven ad creation process developed for Vauxhall dealerships. This system integrates media purchasing, budgetary control with artwork creation for around 36,000 regional colour ads a year.

Damaris also explained the automated artworking process developed for the financial services sector which creates print-ready formatted PDFs of raw data in a fraction of the time of normal artwork creation. For information please visit [www.lowebroadcast.com](http://www.lowebroadcast.com).

### **PPA Activity**

Marcus outlined the current tests being undertaken by the PPA for proofing and preflighting. Test files are being produced so that manufacturers can apply to achieve accreditation that they can proof or pre-flight to the PPA standards. Watch this space for more information or visit [www.ppa.co.uk](http://www.ppa.co.uk)