

# Colour Managed Ads Fiction, Fantasy, or our Future?

Publishing Expo  
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# colour-managed ads

## —Fiction, Fantasy, or our Future?

### FICTION

- ∴ Advertisers should supply CMYK because it is more predictable.

### FACT

— *CMYK does not in any way represent colour, but an instruction of how much ink to use. The same amount of ink on a multitude of devices produces a multitude of results!*

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## —Fiction, Fantasy, or our Future?

### FICTION

- ∴ All my presses and output devices print exactly the same, so they all need the same CMYK values to produce the same colour.

### FACT

— All CMYK devices  
behave differently, therefore  
CMYK is always DEVICE  
DEPENDANT.

Normal CMYK does not  
exist!

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## —Fiction, Fantasy, or our Future?

### FICTION

- ∴ Advertisers know more about matching colour on press than printers, therefore they should make the colour decisions.

### FACT

*— Burdening technical responsibilities and associated costs for technical expertise onto our clients only gives them more reason to spend their money elsewhere*

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## —Fiction, Fantasy, or our Future?

### FICTION

- ∴ A multitude of pages on the same form created to different UCR/GCR and TAC levels doesn't impact the overall quality of the finished product.

### FACT

*— This is probably the largest reason for wasted time, materials, and money on press. Trying to make a multitude of files created using a multitude of 'colour separation philosophies' behave the same on the same form.*

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## —Fiction, Fantasy, or our Future?

### FICTION

- It should up to the Advertiser to decide how much ink a printer should use.

### FACT

— Advertisers do not know or understand why this is and issue. How much ink is on the sheet is both technically relevant to the quality of the job and the cost of producing it. Too much ink means web-breaks and inconsistent printing.

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## —Fiction, Fantasy, or our Future?

### FANTASY

∴ We don't manage colour now and things are great.

### FACT

— *Whether you like it or not, you are colour managing now. The difference is whether or not you know it, or understand it.*

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## —Fiction, Fantasy, or our Future?

### FANTASY

- ∴ It is OK to print it wrong if the advertiser supplied it wrong, ergo it's more important to be able to blame the advertiser than to get it right.

### *FACT*

*— Do I need to say anything  
about this?*

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## —Fiction, Fantasy, or our Future?

### FANTASY

- ∴ Publishers always make sure the Advertisers have the correct information about the press condition that their ads will be printed on.

### FACT

— *Most publishers (and many printers) make little effort to get this right!*

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## —Fiction, Fantasy, or our Future?

### OUR FUTURE

- ∴ Managing colour in the digital files and on a printing press are two independent entities and people don't always understand how they relate to each other. This gap must be bridged in order to move the industry forward.

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## —Fiction, Fantasy, or our Future?

### OUR FUTURE

- ∴ There is not much point in spending all the time, money, and effort in calibrating presses to a condition if the input you put on it varies.

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## —Fiction, Fantasy, or our Future?

### OUR FUTURE

- Printers need to take control of the products they produce.

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