



Color Proofs

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Proofs for color and content:

- Closest to the center of the target would be our ***Epson proofs***, they have an average Delta E of right at 1. One of the factors that make this a great proof is that Oris paper is constant and never changes-this proofer always runs the same paper. It is only used for proofing and there are 11 inks used to generate a proof that matches our presses.

- Two rings out on the target would be our ***Digital Press Xerox 1000 proofs*** with an average Delta E of between 2 and 3, but only on digital stock (80# Text and 7pt Cover/80# Cover). Other paper stock would tend to make the tolerance much greater. Generally speaking, we are using 4 toners to replicate our presses and the characteristics of these toners look heavier

and shinier on any paper. We need advance notice to produce this proof, as we must perform a calibration (which can take up to one hour). Lastly, this is a production machine that prints various papers.

Color proofs for checking content, but are not calibrated:

These three are in the outer ring of the target.

- ***Soft proofs*** viewed online through Kodak InSite are not color managed and therefore, should not be viewed as color correct.

- ***Two-sided Impoproof inkjets*** are also not color managed and therefore, should not be viewed as color correct. These are excellent for checking complex folds and backup.

- ***Color laser prints*** are usually done for single pages, but are not color correct