



If you were looking at a target, and the bull's eye for perfect color proofs is dead center, here is how our proofs would stack up.

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**.

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PROOF SAMPLES