



利用G7作為流程控制及 標準化

Steve Smiley

Vertis Communication

IDEAlliance 國際

- 地域性、國際性的會員制

- 國際地區代表

- 印刷科技研究中心 (APTEC) - 大中華區
 - Brenda Pang
 - Graphics World – 韓國
 - Hye-Jeong Ahn
 - Standard Color, S.A. DE C.V. – 墨西哥
 - Mariana Sierra
 - CIGRAF – 哥倫比亞



GRACoL、SWOP、G7 及 國際標準

- ISO 12647-2,3,4,5,6,7,8……
- ISO 15339
 - 由G7建立而成7組數據庫
- 包裝零售商



GRACoL、SWOP 及 G7

- ISO 12647-2,3,4,5,6,7,8……
- G7符合 ISO 要求

“G” 指灰平衡

“7” ISO 墨色



G7 方法及校準

- G7 是IDEAlliance所發展之由打稿至印刷的方法
- ISO已經在TS10128採用了G7方法作為接近中性灰校準
- 此校準方法可應用於任何印刷機、打稿機以達到共同中性灰色表現
- 基於共同中性灰色表現



ISO TS 10128

- 使用輸出特性化的數據庫
- 校準設備可使用：
 - 階調增值曲線
 - 接近中性灰校準曲線 (G7)
 - ICC特性檔及Device-link

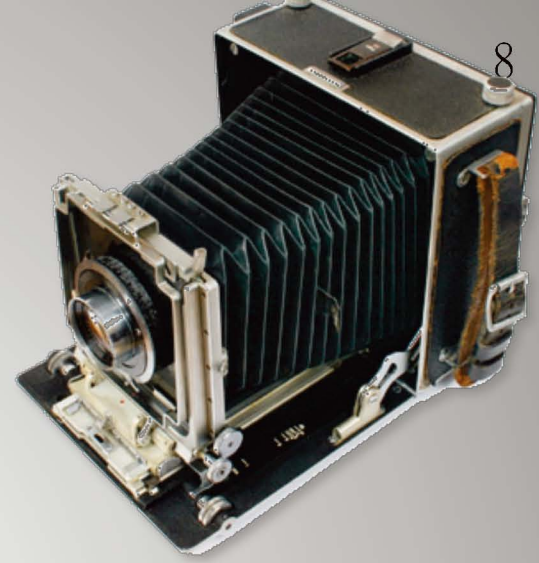


ISO 15339

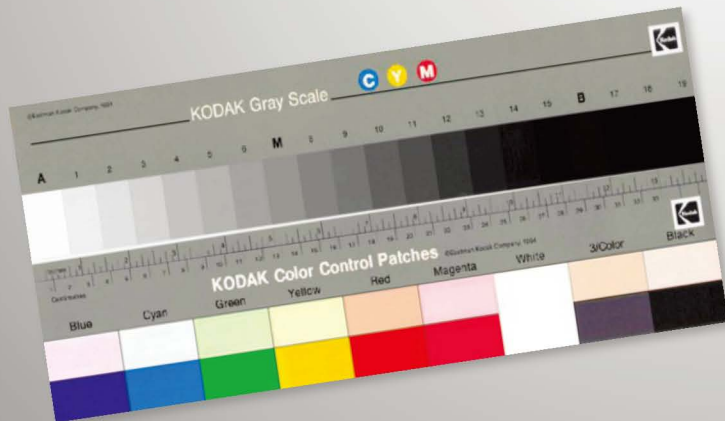
- 7組數據庫建基於標準的印刷條件
- 同等TVI以合符ISO標準
- 接近中性灰或G7校準



G7 是一個目測的 解決方案



- 攝影使用灰階概念超過100年
- G7使用此概念應用於印刷上



灰平衡已被專業攝影師沿用了很多年

在70年代，灰平衡咁用作確認攝影的灰平衡。



灰平衡並非新概念，
但只是被遺忘了。



主要概念： 共同中性灰表現

- G7校準後同一個CMYK檔 …



GRACoL



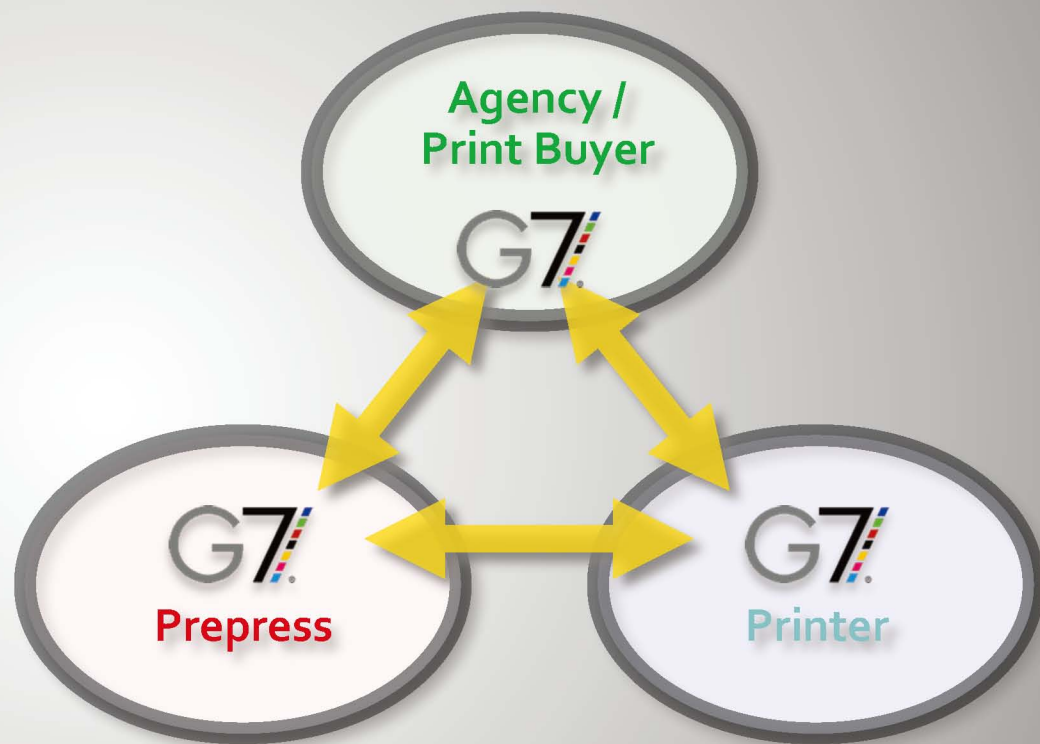
SWOP



Flexo

G7 為印刷買家帶來的好處

- 於不同的印刷廠房或技術之間可更容易和便宜共享檔案
- 減少錯誤機會
- G7認可印刷企業能夠達到最新的印刷規格和制作出具一致性及重覆性的印品



如何開始

- 瀏覽 www.gracol.org
- 使用在 Adobe → Creative Suite → 內的 G7 設定
- 查詢 G7 打稿和印刷
- 聯絡 G7 認可專家

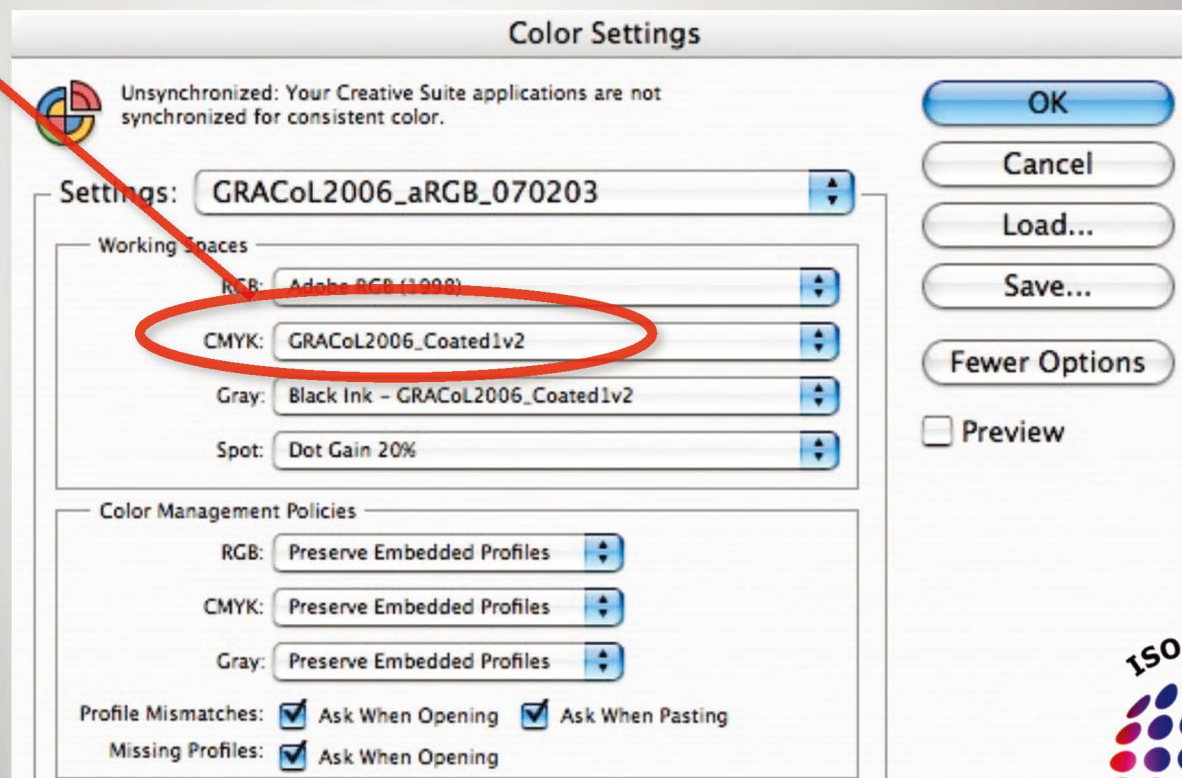


G7 顏色設定 (for Adobe® Creative Suite®)

Free profiles at
www.gracol.org

GRACoL2006_Coated1v2.icc
or SWOP2006_Coated3v2.icc

免費GRACoL及
SWOP .csf 顏色設定
檔案



G7/GRACoL/SWOP 打稿

- 肯定每份打稿都印有IDEAlliance ISO 12647-7 Color Control Wedge 2009色帶



Free at
www.gracol.org



G7及GRACoL新發展

- 考前評核
- 報告
- 評核要求



評核指引及寬容度教育工具 認證計劃



Screen Print
A Working Group of IDEAlliance

G7® Pre-Qualification Screen Print Checklist



GRACoL®
General Requirements for Applications
in Commercial Offset Lithography

G7/GRACoL Qualification Kit – List of Contents

The list below itemizes all of the material contained within the kit.

Document Name	Required	Notes
Pre/Post-Qualification Check List	Yes	
Process Control Sheet	Yes	
Qualification Checklist	Yes	
Equipment Audit	Yes	

Printing Guidelines 2011

Helping Print Buyers and Print Providers Agree on Quality Color Printing, According to the Latest by Specifications and Technology

How to Use: This document's Creatives & Print Buyers explains how to ensure your work is prepared, proofed and printed as accurately as possible. It also discusses some of the challenges facing color printing and how to manage expectations. *Process & Proofing* describes how to ensure color consistency from press to press and how to ensure color consistency across different print runs. *Pressroom* describes the G7 color control system and the G7 color control system for various print applications.

Creatives & Print Buyers

When Creating Your Print

1. The color space for your print should be defined as either sRGB or CMYK.
2. The color space for your print should be defined as either sRGB or CMYK.
3. The color space for your print should be defined as either sRGB or CMYK.
4. The color space for your print should be defined as either sRGB or CMYK.
5. The color space for your print should be defined as either sRGB or CMYK.
6. The color space for your print should be defined as either sRGB or CMYK.
7. The color space for your print should be defined as either sRGB or CMYK.
8. The color space for your print should be defined as either sRGB or CMYK.
9. The color space for your print should be defined as either sRGB or CMYK.
10. The color space for your print should be defined as either sRGB or CMYK.

Process & Proofing

When Creating Your Print

1. The color space for your print should be defined as either sRGB or CMYK.
2. The color space for your print should be defined as either sRGB or CMYK.
3. The color space for your print should be defined as either sRGB or CMYK.
4. The color space for your print should be defined as either sRGB or CMYK.
5. The color space for your print should be defined as either sRGB or CMYK.
6. The color space for your print should be defined as either sRGB or CMYK.
7. The color space for your print should be defined as either sRGB or CMYK.
8. The color space for your print should be defined as either sRGB or CMYK.
9. The color space for your print should be defined as either sRGB or CMYK.
10. The color space for your print should be defined as either sRGB or CMYK.

Pressroom

When Creating Your Print

1. The color space for your print should be defined as either sRGB or CMYK.
2. The color space for your print should be defined as either sRGB or CMYK.
3. The color space for your print should be defined as either sRGB or CMYK.
4. The color space for your print should be defined as either sRGB or CMYK.
5. The color space for your print should be defined as either sRGB or CMYK.
6. The color space for your print should be defined as either sRGB or CMYK.
7. The color space for your print should be defined as either sRGB or CMYK.
8. The color space for your print should be defined as either sRGB or CMYK.
9. The color space for your print should be defined as either sRGB or CMYK.
10. The color space for your print should be defined as either sRGB or CMYK.



寬容度的要求

- 中性灰寬容度的發展：
 - 平張G7認可印刷企業
 - 輪轉G7認可印刷企業
 - 數碼印刷企業
 - 絲網印刷企業
 - 柔版印刷企業
- ISO 認證 16761
 - 階調增值
 - 接近中性灰校正
 - 色彩管理



環球包裝的標準

- Walmart
- Tyson Foods
- Diageo
- Radio Shack
- Target
- Caphlon
- Mission Foods

BJ Wholesale

PetCo

Mattel

Birds Eye Foods

Pepsi

Rubbermaid

Pepsi- Frito Lay



透過溝通來肯定品牌資產

- 標準 (溝通工具) 如何達到CPGs (消費產品群組) 的需要



ISO 13655, G7 及 CxF

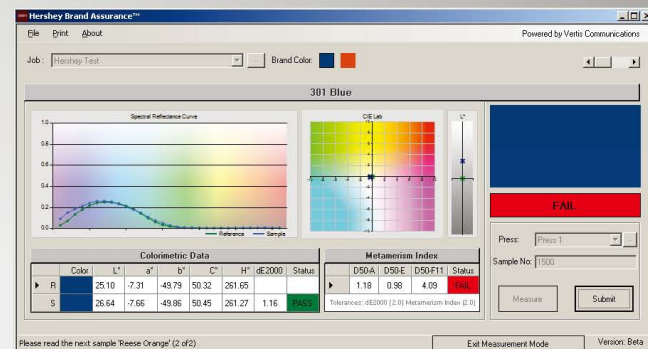
- 度和文件標準
- 使用G7校準
- 定義品牌顏色連同光譜數據
- 即使不同的物料，能達到品牌一致性
 - 膠袋
 - 摺疊瓦通盒
 - 注塑成型
- 所有印刷方式
 - 柔版
 - 柯式
 - 凹版



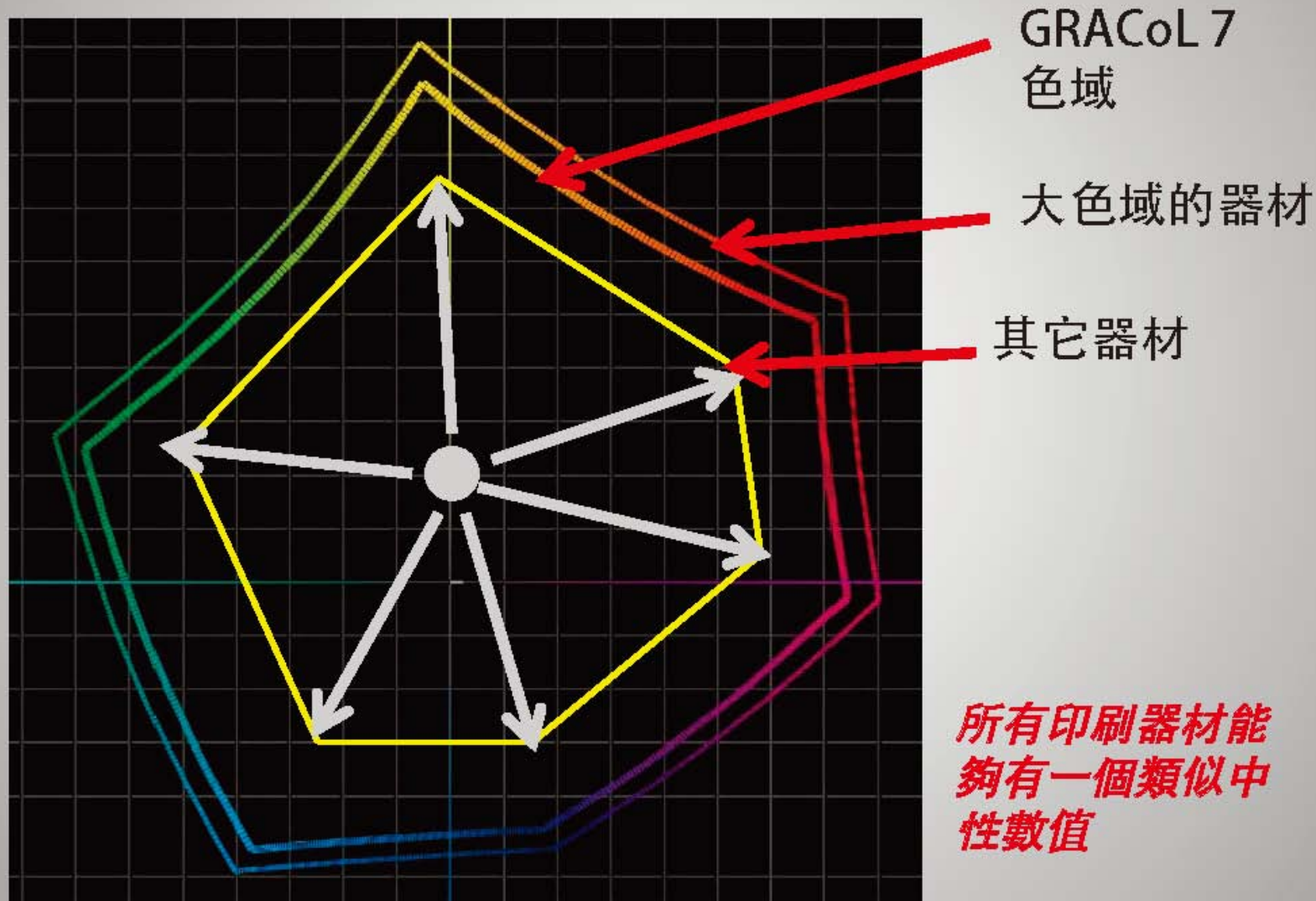
CxF (色彩交換格式)數據

- 定義品牌顏色並具有光譜數據 - 在世界各地更容易溝通
- 在多種光源下可進行匹配
- 定義油墨透明度
- 平網達到客戶之期望
- 打稿的LAB值

聯絡您的油墨供應商 - 她能
提供油墨的光譜分佈資料



印刷商如何能夠使用不同的印刷設備和不同的油墨²² 而制作出類似的色彩？



共同外觀表現

- G7 或接近中性灰校準
- 品牌顏色的溝通
 - CxF 數據 – 定義品牌數據
 - 根據ISO3200, 在PDF檔案中有位置儲存色彩交換格式數據
- 保證準確性的品牌資產



謝謝！



ssmiley@vertisinc.com