GUIDE TO DAY TEN:

WORKFLOW & SOFTWARE

INSIDE:

SIX REASONS IT PAYS TO MOVE TO THE CLOUD

WHY COLOR TARGETS MATTER

AMPLIFYING PRINT WITH AUGMENTED REALITY

POWERED BY:

TODAY’S SPONSOR:
Welcome to this special publication for attendees of the 2020 PRINTING United Digital Experience.

In June, PRINTING United announced the decision to transition from an in-person event in Atlanta, to a comprehensive digital platform. The PRINTING United Digital Experience, taking place Oct. 26-Nov. 12, offers attendees three weeks of live, guided programming, educational sessions, and panel discussions with the experts; along with access to a complete online exhibitor showcase featuring information about the newest industry technology, case studies, whitepapers, the chance to speak with exhibitor representatives, and more.

Today is Day 10 of this 14-day event. Focused on workflow and software, attendees have a packed schedule of content (see the detailed agenda on page 4).

We are continuing to see challenges in automating workflows. Everyone wants to be productive and efficient, but many times when companies began to implement automation it was done in a piecemeal fashion. And even today, there are still islands of automation.

But are there true, tangible benefits to automation?

Company-wide automation can help to minimize the bottlenecks many PSPs are experiencing within their print production workflow. Some of the biggest pain points for printers include correcting customer files, producing and managing a high number of small jobs, and production inefficiencies which are slowing throughput. Partial automation — in only one segment of a business — could be causing more harm than good when it comes to production inefficiencies because the different islands or silos within the company are not talking to each other.

But finding the right automation partner, and giving enough time and attention to your internal processes and workflows, is important. This includes workflows surrounding how sales are entered, how new customers are onboarded, and examining the process throughout the whole of the business before exploring the technology available.

The industry is trying to work toward a seamless and automated workflow — from job creation and submission all the way through post production. But this requires a multi-pronged approach. There needs to be standardization in job submissions. There needs to be a process to alleviate workflow bottlenecks through digitization. There needs to be a central management of all order information. And platforms and services need to be integrated so data silos can be eliminated, so all departments are using the same system.

There is an industry movement toward super-efficiency, which enables businesses to be competitive. Super-efficient organizations use new technologies and open standards to ensure internal processes function with rare intuitions and few errors. In these organizations, little data is rekeyed, units and functional areas are collaborative, the organization is fast and cost-effective, and it also interacts with its stakeholders by sharing processes across the supply chain. If you are laying a foundation of automation, and putting it in place in a technology point of view and in an organizational point of view, then you are prepared to drive higher volume and deal with increased short-run jobs, and ultimately that means increased sales volume and your company is set up to succeed in the long-term. The guiding principle for these organizations is that every time someone touches something, money is lost. Less touches equals less mistakes, and more money.

These organizations — with end-to-end workflow enabled — have faster order processing and completion, have improved press utilization, there are both waste and error reductions, improved on-time delivery and shipping, and improved margins and costs savings. Automation equals increased profits for companies who can successfully implement workflow automation — in a way, future-proofing their businesses.

As a companion to the 2020 PRINTING United Digital Experience, these 14 special daily publications will provide attendees with a reference guide to the day of content, as well as much-needed insights into how print services providers can best position themselves now for the recovery — and growth — to come.

We hope this information will help serve as a valuable resource as you plan the next steps for your business, and determine where — and how — to expand and grow. ☚
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AGENDA

DAY 10: NOVEMBER 6, 2020

WORKFLOW & SOFTWARE
10:00 a.m.
RESEARCH: INDUSTRY OUTLOOK FOR WORKFLOW AND SOFTWARE
Presenter: Nathan Safran, VP, NAPCO Research
Workflow automation offers printer providers many benefits to improve and grow operations. While some printers have embraced automation more extensively than others, every printing business should recognize the value that automation brings. This session highlights recent survey research on the tangible benefits experienced by firms that invest in workflow automation.

10:15 a.m.
KEYNOTE: WORKFLOW AND AUTOMATION: FROM DATE NIGHT TO MARRIAGE
Presenter: Pat McGrew, Managing Director, McGrew Group
Automation is considered the cure for the common cold, but is it the cure for your cold? Maybe you just have allergies. Or, you may have the flu. Automation might be the perfect solution to slice through bottlenecks, increase margins, add capacity through more efficient production, and increase customer satisfaction as you produce more perfect prints, but it’s best as a journey and not a response to an emergency. This session looks at trends in workflow, trends in automation, and offers a path to crawl, walk, run your way into workflow efficiency.

10:45 a.m.
PANEL DISCUSSION: EFFECTIVE SELLING THROUGH ONLINE PORTALS
Moderator: Patrick Henry, Senior Editor, Printing Impressions
Panelists:
Rick Bellamy, CEO, RPI
Glendon Harris, Operations Manager, Center for Print Production, Ithaca College
Nelson James, Co-Founder and COO, Signs.com
Today’s newly-different business conditions make the use of online sales and ordering a necessity for some printing businesses. Learn essential strategies and lessons from a cross-segment panel of printing business owners, and put yourself on a course to online sales success.

11:30 a.m.
SESSION: MANAGING CLIENT COLOR EXPECTATIONS
Presenter: David Hunter, Principal, ChromaChecker Corp.
Managing color within just one platform can be a challenge, but how can you manage color — and your client’s expectations — when dealing with multiple analog and digital platforms?
From eliminating hardware investments to lowering labor costs, improving productivity and enhancing security — there are endless ways the cloud can reduce your operating expenses. If you have hesitated to move your workflow software and data storage to the cloud, consider these reasons for making the switch.

1. **Save on servers.** On-premise data storage is a huge expense; the average cost of a server for a small business may be between $7,000 – $11,000. Then factor in repairs and maintenance expenses, along with the fact that you’ll probably only get three to five years out of it. But with a subscription, cloud-based workflow, you’ll never have any hardware to purchase or upgrade — ever.

2. **No more downtime for updates.** Moving to the cloud means you’ll get regular, automatic software updates so you’re always equipped with the fastest, most efficient system.

3. **Reassign talented people to help grow your business.** Since you no longer have to operate, manage, or maintain any physical servers, you’ll free up your IT team to use their skills and expertise to help grow your business. You can finally streamline your infrastructure, and rid yourself of the costs and constraints of managing your own system, lowering your total cost of ownership and positioning yourself for future growth.

4. **Avoid business-destroying disasters.** According to Cisco’s Annual Security Report, 87% of security compromises occur within mere minutes, but only 3% are discovered as quickly. All it takes is one significant breach to damage customer trust for a lifetime. With a cloud-based workflow solution, your business is actually more secure than it would be with an on-premise solution, and you’ll have Artificial Intelligence that can detect and prevent vulnerabilities before they become a real threat. You’ll also want to look for a platform that comes with a true disaster recovery plan, which can recover files seamlessly if a catastrophic event were to occur.

5. **Work from anywhere.** While not available in all cloud-based printing workflows, Kodak’s PRINTERGY On Demand offers a Virtual Desktop capability to remove the barriers associated with remote operations, so prepress professionals can work from anywhere, regardless of their location and local infrastructure.

6. **Optimize with analytics.** Having the power of decision analytics at your fingertips means you can bridge gaps, fix inconsistencies, and leverage opportunities using data. PRINTERGY On Demand is powered by Microsoft Azure, allowing you to make smarter business decisions, save money, and improve your operation based on trends in your own business data.

Progressive printers know that moving to the cloud is almost inevitable, now more than ever.
I’m certain that most of the people reading this have heard about setting goals and the importance of having a goal (or target) to get ahead in the business world. I’m just as certain that it makes perfect sense when I say that you need an address (or target) for your map app to get good directions to your destination. It is the same principle with your color management strategy — without a target, you are shooting in the dark.

Creating Your Working Space
To understand what I’m talking about, it’s helpful to have a couple illustrations. I’m choosing Photoshop because this software allows me to see colors in a variety of formats (RGB, L\*a*b*, and CMYK). For the first example, I selected RGB as my color mode, sRGB as my RGB working space, and US Web Coated (SWOP) v2 as my CMYK working space (you can get to this by going to Edit > Color Settings — the settings I just described are the default in Adobe). I then created a block of red color by creating a new swatch and using RGB settings of R = 255, G = 0 and B = 0. This gives me a nice red box with the following values:
- R is 255 (obviously)
- \( L^* = 54, a^* = 81, b^* = 70 \)
- CMYK is C = 0, M = 99, Y = 100, K = 0

Just to see what happens when I choose another working space, I go to Edit > Convert to Profile > Destination Space, and I choose a different space. For this example, I chose AdobeRGB. Now when I look at my color values in my red box (remember, I didn’t change anything except to convert to the new color space), I see:
- \( L^* = 63, a^* = 90, b^* = 78 \)
- CMYK is C = 0, M = 96, Y = 90, K = 0

I’ve experienced a color shift, and all I did was change from sRGB to AdobeRGB.

For my second example, I’m going to set up my working space as RGB = Adobe RGB and CMYK = US Web Coated (SWOP) v2. I select CMYK as my color mode, and create a block of red by creating a new swatch using C=0, M=100, Y=100, and K=0. My values in L\*a*b* and RGB are as follows:
- \( L^* = 52, a^* = 74, b^* = 54 \)
- RGB is R = 204, G = 34, B = 41

Next, I convert my working space to GRACol 2006. When I look at the values to note the changes I see that CMYK values are the same, however \( L^* = 49, a^* = 74, \) and \( b^* = 58 \), and RGB has changed to \( R = 196, G = 20, \) and \( B = 27 \). Again, all I did was change the working space from SWOP to GRACol, yet I’ve experienced a color shift.

Behind the Curtain
Notice that a color shift is observed even when going from a smaller (SWOP) gamut to a larger (GRACol2006) gamut, or from a smaller sRGB to AdobeRGB. A logical question to ask is why would there be a color shift — certainly the larger gamut can reproduce all the colors the smaller gamut can, right? What’s happening is when the input profile/target is changed, the software tries to match the color (either the R=255 in the RGB example, or the CMYK example where C = 0, M = 100, Y = 100, and K = 0 — in both cases a block of red). When the larger color space is selected, it causes the software to adjust the color to its best match within the larger color space. These transforms occur any time you go from one color space to another, and minimizing them should be your goal.

This is why targets are so important, and why it is critical for you
to know what your targets are in your RIP software so you know what is happening behind the curtain with the color transforms. Whether you change them or not, knowing where they are and what they are set to is a must for all good color professionals.

**RIP Settings**
Looking at many RIP software options, you will see a common theme. Their default targets are US Web Coated (SWOP) v2 for CMYK, and sRGB for RGB. As you can imagine, this comes from the RIP trying to mirror the Adobe default settings. Secondly, there is another important check box to investigate. It’s the one marked “Use Embedded Profile When Available.” This will cause the RIP software to use the profiles embedded within the file — always a great idea when you are using files supplied by your client. It is also the only way to ensure you get accurate color when there is more than one RGB embedded profile. For example, your client submits a PDF with some images that are sRGB and some that are AdobeRGB (believe me it happens frequently). If you don’t use an embedded profile, you will print one or the other incorrectly.

There are very few reasons to leave color on the table when you are designing projects for your customers — and when you use the default settings as your color space with any of the Adobe software programs, that’s exactly what you’re doing. I call it killing color, and we all need to stop! When you change these settings, make sure you make the change across all devices and programs to avoid color shifts whenever possible. All RIP software have the same options available, but it’s up to you to dig a little to find out where they are — and if you are struggling to find them, reach out to your software manufacturer.

My goal in this article was simple: help illuminate the world of color targets and help you understand the implications of your choices — or even the decision to make no choice. Staying aware of options as they are introduced is important, as changes (though slow at times) are happening constantly. To learn more about color management, consider one of our PRINTING United Alliance Color Management Bootcamps, and check out our Digital Color Professional Certification program by visiting SGIA.org. Have a colorful day!
Here’s an astounding fact: there has been more information produced in the last 30 years than during the previous 5,000 years. When we look at mass media and how knowledge and information were shared over the years, it all began with the printed page via the printing press, then with recordings, followed by cinema, movies, radio, television, and the relatively new medium — the Internet. Then there’s mobile, the latest — and most potent — mass medium. Mobile:

- Is a very personal mass medium
- Is always on, day and night
- Is always carried with us
- Has payment capabilities
- Can do everything that all of the other mass mediums can do!

Sometimes when we think about print and digital content, it’s viewed as a competition, but it isn’t. Study after study shows — and it doesn’t matter which age demographic you’re talking about — that print is still the most trusted medium. Combining print with digital content can take that trusted aspect of print to another level, make it even more engaging and interactive. One way to do this is to leverage the power of mobile with augmented reality to make that trusted connection between print and digital.

What is Augmented Reality?
Augmented reality (AR) overlays real life with relevant, computer-generated information. A familiar example of AR is how it’s used in sports. When watching a football game on TV not so long ago, there were the players on the field and not much else. Today, each play is superimposed over live action with relevant computer-generated information. The score is always known, along with downs, and yards to go, and time remaining. The overlay of useful information is an example of augmented reality.
How AR Works with Print
Augmented reality can be grouped into few categories, and the categories are based on the trigger. The trigger is the mechanism that, along with an app, makes augmented reality happen. AR can use geolocation as a trigger. Other examples of AR triggers include natural features like the surface of a flat plane such as a desk, and model-based tracking that follows the contours of a person's face.

When using print, an image is the trigger. Using an app with the camera on a smartphone, a link retrieves the digital information via an Internet connection. The printed image is a reference point for what is displayed on the mobile device.

Ideas for Print
What can you offer to extend the trust and value of print with AR? The answer is just about any digital content, and some you may not be familiar with. Let’s assume you’re working with a marketer handling a campaign for a company that manufactures sporty motorcycles and wants a printed brochure:

• You can link to a video demonstrating the features and capabilities of this particular motorcycle.
• You can also link to audio, such as an interview with a famous racer and how this motorcycle handles and feels when it’s ridden, or how it helped win a race.
• It could link to any website containing more in-depth information, like an image library that shows detailed performance components used to manufacture the motorcycle.
• You can link to a 3D model of the motorcycle, that could be viewed from any angle — top front side or back.

The ideas are only limited to your imagination, and more importantly, what you can help your clients visualize when you talk about AR and print.

Selling AR
Selling AR requires a more in-depth conversation with the client, understanding their business needs, and getting creative in extending the trust and value of print. There are thousands of examples of augmented reality in action; just do a quick search on YouTube to get inspiration and ideas.

To sell, you have to great creative and lead with examples that are most important to the client. For example, benefits that an augmented reality solution can help provide are increased sales, brand recognition (which increases sales), and more in-depth information (which increases sales). With an AR solution, you have to uncover this information by having deep conversations about your client’s business.

Here are some questions to consider when having the AR discussion with the client:

• What kind of — and how good — is the client’s data?
• What is the goal the client wants to achieve?
• What kind of budget does the client have to work with?
• Is this budget realistic based on the amount of time needed to develop the AR solution?
• What is the deadline to complete the finished project?
• Is the deadline realistic? Remember, AR requires more development time than just putting ink or toner on paper!
• Who will be responsible for design and creative development? With AR and print, the creative or designer is going to be more involved with production than a regular print job.

Pricing AR
When it comes to the pricing conversation, the range is going to depend on the economic area that the client lives. Some clients won’t blink at a $20,000 deployment; others might tell you they only have a $3,000 budget. Yes, $3,000 and $20,000 is a large spread, but even at $3,000, you can still come up with simple, innovative ways to add value with AR.

Either way, the depth of conversation required for creating an AR solution should not be given away for free. It’s the trustworthiness of print combined with the connection, interaction, and analytics that has real power and value.

If there’s one thing that AR shouldn’t be, it’s boring. A boring experience is far worse than no experience at all. Have you ever downloaded an app promising something cool or useful, and it just links to a webpage? What a letdown! AR experiences should be compelling and engaging, and there needs to be a magic moment associated with it. It needs to be clear, intuitive, and easy to use for the consumer. The very best AR experiences extend the value of the printed page for your clients, while delivering a seamless combination of the real world, print, and digital delivery.
Athletic coaches may get fired for not winning enough, but often a stated reason is that the team wasn’t improving. Or perhaps more accurately, wasn’t improving fast enough to succeed against opponents that were also getting better.

In business, continuous improvement (CI) is a concept predicated on the belief that while all organizations naturally learn to perform better over time, structure and processes can be put in place to increase the pace of that improvement. Over time, the speed at which one printing company improves can outpace and create competitive advantage against others. The precise reasons for that advantage — manifested in quicker turnaround time, less waste and cost, less rework, better customer loyalty, and other measures — can be invisible to outsiders. Thousands of subtle improvements roll up into major advantages.

There are many approaches that can be the foundation of a CI effort: lean manufacturing, ISO 9001, Six Sigma, CI teams, etc. They all provide tools and methods that can yield real gains in quality and productivity. In printing and converting, a common choice is lean manufacturing, an approach evolved from Toyota, and built around principles of defining value from the customers’ perspective, reducing non-value-adding activities and work-in-process inventory, and improving flow. While companies most often start by devoting attention to the production area, it’s crucial to think of CI as a central strategy for the entire organization.

Companies that successfully make continuous improvement a key strategy develop a culture that engages employees. They have a higher-than-typical percentage of employees that buy in to the mission and values of the company, understand how their activities contribute to achieving company goals, and feel supported and valued. Engaged employees are rarer than leaders think — Gallup’s latest survey of employee engagement revealed that only 35% of U.S. workers are classified as engaged in their work and workplace. An engaging culture inspires employees to contribute ideas that make processes easier, faster, better, or cheaper.

Systematic, continuous improvement is hard work, and there has to be a strong reason for company leaders to undertake it. It will take executives out of their comfort zone as they educate themselves about CI and lean manufacturing, and learn that they may have to change their management style, moving from telling people what to do, to coaching people to identify and solve problems. They will have to spend more time in work areas supporting employees and figuring out ways of tapping the potential of employees to improve the operation.

On top of that, standards need to be developed for work processes, workplaces made cleaner and more orderly, key metrics identified and tracked, investigations pursued when rework or complaints occur, and communication improved. Yes, continuous improvement efforts can reduce chaos and deliver substantial financial benefits, but it takes serious effort to start and sustain.

Companies often begin with the use of 5S, a lean organizational method based on Sort, Straighten, Shine, Standardize, and Sustain. It’s a great place to start improvement activities, since 5S eliminates waste and improves flow. In the absence of a clean and organized workplace, employees waste time looking for tools, tasks take longer, and abnormal conditions go unnoticed. 5S also gets workers to observe their own work practices and think about why and how they take certain actions.

No successful CI initiative has ever been achieved without the direct involvement of all employees. The waste and inefficiencies imbedded in processes is seen and understood most directly by the people that do the work. Management’s job is to teach the tools and thinking that drives CI, and then provide employees with guidance and opportunities to apply them.

Companies use various methods to involve employees in the CI effort. For example, Modern Litho uses an employee improvement board to recognize employee ideas and monitor each idea until completed. DWS Printing Associates teaches and reinforces the 8 Wastes (motion, transportation, inventory, etc.) with employees, and does

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**The 8 Wastes of Lean Manufacturing**

- Defects
- Overproduction
- Waiting
- Non-utilized Talent
- Transportation
- Inventory
- Motion
- Extra Processing
Examples of Waste in Production Areas

- Waiting for substrate/ink/other consumables
- Waiting for files/plates/screens
- Job pulled — machine can’t run job
- Printed material has quality problems
- Defective or incorrect plates/screens
- Job scheduled for production but not ready to run
- Searching for work in process (WIP)
- Moving WIP around
- Equipment break down
- Poor communication
- Waiting for a decision
- Job pulled to run another
- Job information incomplete/incorrect
- Jobs run slower to prevent quality problems
- Looking for missing tools

weekly “gemba walks” on the plant floor. These structured management visits to each department ensure that management understands what issues workers are having in each area, provides support in overcoming challenges, and gathers improvement ideas.

As a CI culture develops, participation can be an expectation of employment. At IDL Print, employees must contribute improvement ideas every quarter, and participate in at least two improvement projects annually.

Want to use CI to strengthen your company? Begin by educating yourself. PRINTING United Alliance has many resources to help companies with CI. The PRINTING United Alliance Continuous Improvement Conference (April 18–21, 2021 in Columbus, Ohio), is where leading companies share what is driving their rapid rates of improvement.

Says John Compton, principal of Compton & Associates, and an expert in the use of CI in the printing industry: “Get started NOW! Don’t wait any longer. If there was a better way to raise quality and productivity, companies would have discovered it.”

Employee suggestion board, courtesy of Superior Lithographics.
The Value and Considerations of Web-to-Print for B2B and B2C

In the recent virtual panel, “New Technology, New Frontiers: 3D Printing and Web to Print,” members of the PRINTING United Alliance Graphics Production Committee shared their insights and experiences with these technologies, platforms, and applications. Though the following offers a glimpse of some of the key takeaways regarding web-to-print (W2P), the full recorded conversation is available to PRINTING United Alliance members on the sgia.org Graphics Production Community page.

Understanding W2P Capabilities
W2P, which enables businesses to offer e-commerce and online storefronts, is a valuable asset for both business-to-business (B2B) and business-to-consumer (B2C) transactions.

“When you take a look at going to a W2P — taking a look at who your customer is, who do you want to approach, how do you want to keep that stickiness — I like to take a look at B2B versus B2C,” says Bob Monte, strategic account manager, EFI.

For B2B — selling directly to another company or corporation — Monte notes W2P’s value in maintaining the integrity of content. As an example, he discussed those larger brands who have field representatives across the country selling services that want to maintain their particular logos and colors.

“The sales rep could come in and order whatever collateral it might be — brochures, instructional materials, their own business cards — and just really maintain that integrity of the document,” Monte says, adding how more robust systems can allow flexibility to update fields within the content (e.g., the name on a business card), ultimately shortening timeframes in collaborating with customers.

Another benefit with B2B is creating that long-lasting customer relationship. “You know as a service provider, content is really king. If you have the customer’s content, and if you’re a reliable resource for them, they’re not going to go anywhere,” says Monte. “You, may be a little more expensive than the guy down the street, but you’re easier to work with.”

B2C, on the other hand, involves selling more directly to a consumer. “There, you would really want to take a look at how you present your business,” says Monte. For example, is the business within a specific niche (i.e., focusing on wide-format), or is it more dynamic...
with different aspects (i.e., offering services such as 3D printing)? It’s about how businesses want to approach a market of interest.

As a fan of a hybrid approach, Monte shared how some of his customers have W2P systems in which they have categories specific to the needs and services of a particular industry. Whether they are in real estate, medicine, or part of a school district, once the customers log in, they see a site with only products and categories they’re interested in.

“I would not want to put yard signage out there for somebody who’s a dentist,” says Monte. “It just gets in the way and creates static. So, you can really fine tune it to the specific customers’ needs and wants as well as what those products could mean to them.”

**Having a Vision and Plan**

When it comes to adding W2P to one’s business, Monte says, “Really roadmap what you want this system to be and have a team that’s involved with it. You really want to take a look at what the system can do for your customer as well as for you.”

If there are just two individuals in the organization looking for a system that’s best for them and make that decision to bring it on, it’s too late to pick someone in the company who’s going to own it and be the administrator, he added. And that administrator needs to be solely focused on W2P, as opposed to, for example, prepress staff with other responsibilities.

When it comes to coding and creating a defined experience, Monte notes that while many out-of-the-box systems are fairly intuitive and wouldn’t necessarily require someone on staff who needs to know HTML, coding, or CSS style sheets, businesses need to understand they’ll be within somewhat of a box of what that system will be able to do.

With other systems that allow individuals to adjust coding to create a more defined experience, businesses need a designated staff member that can understand the system and customize it to what the business prefers. Otherwise, a business could have to seek these professional services from its vendor, and be charged by the hour.

Ultimately, he says, it depends on the size of the organization and the scope of what it wants the project to be. “I’ve seen small quick printers have an individual, and I’ve seen large corporations with a team of people who maintain numerous storefronts with numerous customers and accounts,” he says.

However a company views W2P’s role in its business, Monte emphasized businesses need to do their homework. Sharing his own W2P experiences, Dean DeMarco, director of graphic services, IDL Worldwide, concluded with the importance of engaging service providers and industry colleagues in the decision making.

“Don’t just talk to one [vendor]; talk to multiple ones to get a good understanding of where they’re coming from and the benefits of it. Even your peers you can go to and really talk to them about your challenges,” he says, adding how those who have embraced technology will be glad to share their experiences of what one should/shouldn’t do and what service providers are going to be able to help with.”

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Aurigma Customer’s Canvas — Intertech Award Winner
Customer’s Canvas technology reduces the cost and complexity of developing online storefronts that require online design customization. It’s adjustable to virtually any ordering workflow, supports Adobe file templates, and can be integrated into a workflow automation strategy. The judges recognized its ability to put powerful customization capabilities in the hands of many more printing companies, furthering the use of web-to-print solutions.

GMG ColorCard — Intertech Award Winner
GMG ColorCard is the three-time award winning digital solution for color references. It automates the manual, labor-intensive process of reprinting color matches in the ink kitchen, creating an accurate, repeatable color reference using inkjet technology. Brands that demand accurate color reproduction often require printers to submit ink drawdowns as part of the approval process. Until now, that meant going back to the ink kitchen. With GMG ColorCard, your precise color target is just a few clicks away.

Esko Trapper — Intertech Award Winner
The cynics said it couldn’t be done — an automated trapping solution for packaging that not only judges a trap based on the color situation, but also based on objects. The novel algorithm eliminates misregister gaps, and accommodates individual exceptions, making trapping jobs considerably faster by removing manual intervention. As the judges noted, this is a step above any instant and power trapping tool available today.

Xitron Navigator DFE
Xitron’s new digital front end (DFE) technology gives inkjet press manufacturers a faster path to market. Accessing the power of a full DFE with the ease of a print driver, operators use a browser-based interface to prepare jobs, manage color accuracy, and drive their press at full rated speed, even with variable data on every page. Judges found the entire package innovative.

Canon VIEW: Automated Inkjet Estimation Tool
The power to produce estimates has never been easier. With VIEW, the intuitive Canon Solutions America inkjet estimator tool, sales teams and customers alike can quickly and proactively ascertain ink usage estimates for any PDF application.
Color Concepts of North America

**ColorBase Exchange**

ColorBase Exchange is a revolutionary cloud-based platform that connects manufacturers to resellers of printing materials, and facilitates communication and transactions through a centralized marketplace. With streamlined data exchange, procurement, sales, customer acquisition, payments, and logistics, operating in the large-format print material industry has never been more straightforward, secure, and cost effective.

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PRINERGY On Demand is the first of its kind, high-performance, cloud-based workflow platform engineered to deliver absolute reliability, ironclad security, flexibility, and data analytics for one flat monthly subscription fee. Hosted/managed by Kodak and backed by Microsoft’s highly available Azure Cloud environment, Kodak assumes responsibility for the system, including monitoring, administration and problem/resolution.

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**EFI Productivity Software 8.1 Suite**

EFI is pleased to announce the 8.1 software release across the Productivity Software Suites product lines. Featuring new updates and developments in the software workflows, including mailing, e-commerce, scheduling, data visibility, user interface, estimating, fulfillment, and more.

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**Heidelberg USA Hybrid Workflow Solution for Digital & Offset**

Prinect Digital Print Manager enables complete integration of digital printing systems into the Prinect management and production workflow. Print shops can choose flexibly and job-specitically between offset and digital print production, produce with a combination of both technologies, or use the most cost-effective printing method. Prinect will automatically setup each job using Heidelberg Color Management to guarantee consistency and reliable color reproduction in one workflow system.

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**Crawford Technologies**

**PDF Accelerator**

PDF Accelerator delivers performance enhancing and flexible optimization capabilities for the processing of large PDFs. Leveraging highly configurable, proven transformation solutions, PDF Accelerator streamlines and optimizes PDFs for print, archival, and e-delivery, ensuring efficient asset and resource utilization and increased productivity. PDF Accelerator solves the challenges of problematic PDFs due to faulty rendering algorithms, poor concatenation, or repurposing, to ensure high-quality.
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