

ISO 12647 is a standard that is increasingly being used for 4-colour printing (Quadri). It is the objective that whoever works according to this standard will obtain predictable colour results. Thanks to this standard, it no longer matters who makes the ISO-calibrated proofs or where or on which device this is done. The only condition is that the systems used for the proofs are suited for this standard.

ISO 12647-7 is applied for making colour proofs. In practice, we observe that for this only 1 colour profile is being used, namely ISOcoated\_v2\_eci.icc (max. 330% ink), although this ISO standard also describes about 7 other profiles.

ISO 12647-2 describes the printing process. It entails, among others, the spectral description of solid colours and the dot gains from file to printed matter.

ducaju® hops on board because an ever increasing number of customers delivers colour proofs that meet this ISO standard. Because ducaju® applies higher production standards than those defined in the standard, it did not suffice to apply the process as described in ISO 12647-2.

The printing process was adjusted and generates for you as a customer the following benefits:

1. Preservation of the ultrafine Hi-Screen. This screen gives your images a distinct look that is more beautiful, warmer, more refined and thus much more attractive. As a result, your product stands out to consumers, differentiating itself from all others.
2. Preservation of moiré- and rozas-free images. This is particularly important when printing tints of chocolate, for instance.

Excellent 'match' of the ISO 12647-7 prints compared to the print result. This results in lower costs for you as a customer:

Avoiding additional colour corrections after the start of printing.

Excellent match between ISO 12647-7 proofs and final printing result. As a result, you as a customer can save costs by:

- avoiding supplementary colour corrections after the start of the printing process
- avoiding the need for approvals in the printing office
- ensuring a more efficient communication between you and us, you and your design office, you and your customer.

As a standard, we will create proofs according to this standard for all new designs provided that the colour profile ISOcoated\_v2\_eci.icc is applied. If you order a paper proof, we will send a copy prior to printing. If you wish to receive a digital proof only, you can check it with other colour references using a suited proof printer (Epson Stylus Pro, HP Designjet).

We can reprint existing references at a fixed rate of 100 € and adjust it after mutual consultation according to this new colour standard. This offers benefits for you as a customer:

You can generate a colour-consistent version, independently of a printing office. This is important, for instance, if your boxes are printed by us and the corresponding catalogue is printed in another office.

It allows you to combine different versions on 1 sheet (amalgamated printing). On a printing press, it is impossible to realise different ink guide assemblies on 1 printing sheet. Combining versions is cheaper and also better from an ecological point of view.