Process Control and G7

A Match Made in Color Heaven
A Little about Me

- 1997: started in the industry
- 2000: moved into Color Management
  - Largest exclusive dye-sub printer
  - Multiple technologies
- 2005: changed to commercial print
- 2008: earned G7 Expert status
- 2009: earned G7 Master printer status
- 2015: joined IWCO Direct CTS
A Little About IWCO Direct

- Ranked second largest direct mail print and production provider in U.S. and Canada
  - Largest continuous digital print platform in U.S.
  - Capacity to mail more than 5 billion pieces annually
  - Facilities in MN and PA; 2,500 employees
- Idealliance G7 Colorspace Master Certification for Litho and Digital Print Operations
- Idealliance G7 Print Management Personnel Certification
Set It & Forget It – A Cautionary Tale
What We Are Covering

- What is Process Control?
- Why it matters
- Controlling your process
- How G7 helps: It just works!
- How Press Standards fit in
- Monitor your process
What We Are Covering (continued)

- Tracking spot colors
- Tracking Litho 4CP
- Tracking Digital
- Creating a culture of control
- What to do with what you’ve learned?
- Questions?
What is Process Control

- Process Control is monitoring your process
  - What are you monitoring?
- Process Control is ALSO controlling your process
- Have to understand and control your process before you can monitor it
Why It Matters

- Without Process Control, chaos ensues
- Things drift over time
- Know what areas are stable and what areas to target
- Protects your investment of time
Controlling Your Process

- Take time to understand your system/process
  - What areas can you control? What areas are beyond your control?
- Maintenance
- Stabilize the system
How G7 Helps: It Just Works!

Group Exercise
How Press Standards Fit In

- Utilization of press standards helps provide consistency
- Consistency is critical to process control
- One press vs. multiple presses
Monitor Your Process

- Look at process and decide what is important to monitor
- Put together a plan for how to monitor
- M0 or M1?
- Lots of different software; pick one that will fit your needs
- Might need more than one
Tracking Spot Colors

- Decide how you are going to measure spot colors
- Decide on a standard for spot colors
  - Pantone Library
  - Drawdowns
  - Books
- Decide on a tolerance
- Anything that can be measured, should be measured
Tracking Litho 4CP

- Decide how you are going to measure your process colors
- Use press standard to guide you
- Use G7 monitoring
- Decide on a tolerance
- Anything that can be measured, should be measured
Tracking Digital

- Two types of checking
- Decide how you are going to measure your process/brand colors
- Decide on a tolerance
- May need custom targets
Creating a Culture of Control

- Educate operators on the benefit to them
- Educate Customer Service on the benefit to the customer
- Educate Sales/Marketing on the benefit to the company
  - Increased consistency
  - Reduced rework
What To Do With What You’ve Learned

- Create a plan
  - What am I checking?
  - How am I checking?
- Select the tools that best fit your workflow
- Train and educate
Questions?
Thank you for attending!