



More than CMYK

Simplifying premium color printing



Welcome to today's webinar

Housekeeping





Today's team



Joanna Portella



Marketing Communications
Manager



Giselle Robeson



Senior Product
Marketing Manager



Doug Richards

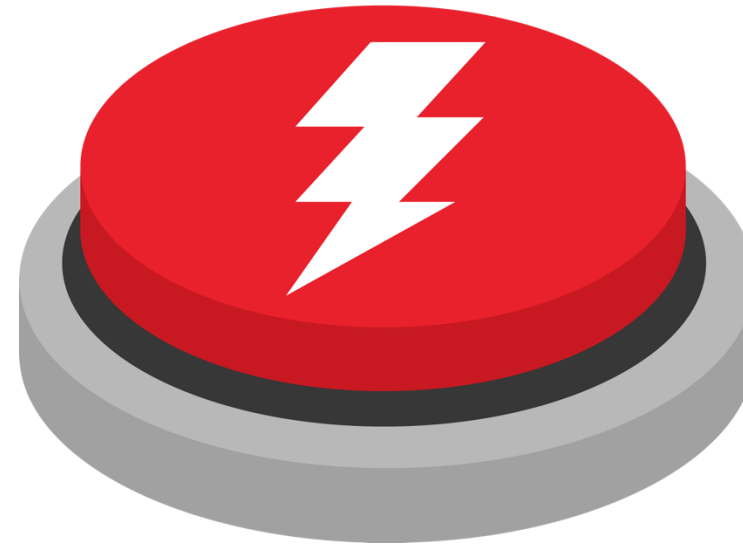


Product Line
Manager

More than CMYK



Learn what's possible



See how Fieri technology
simplifies the process

Poll



Do you have a press that supports CMYK + additional toners/inks?

- A. Yes
- B. No
- C. I don't have one today, but am looking to make a future investment
- D. I'm not interested





Why use premium colors?

Command attention





Impress at first sight





Add perceived value

Expand creative possibilities



San Castillo

INTERNATIONAL FILM FESTIVAL
NOVEMBER 6-9



San Castillo
Film Directors Association



San Castillo
Screen Actors Guild

N°T0017001

GUEST: Kristen Andrews

SEAT: Table 19 / Seat 4



WINEMAKER AWARDS DINNER

Tasting Event and Live Orchestra

GUEST TICKET
(ADMIT ONE)



OCT 14

Starts at 7 p.m.
Wilbur Hotel, Grand Ballroom

Enhance security





Increase accuracy



HOME CENTER

dE 6.19



HOME CENTER

dE 3.69



dE 11.68



dE 4.41

dE 8.05

DOUGH
DONUT

dE 4.04

dE 3.47

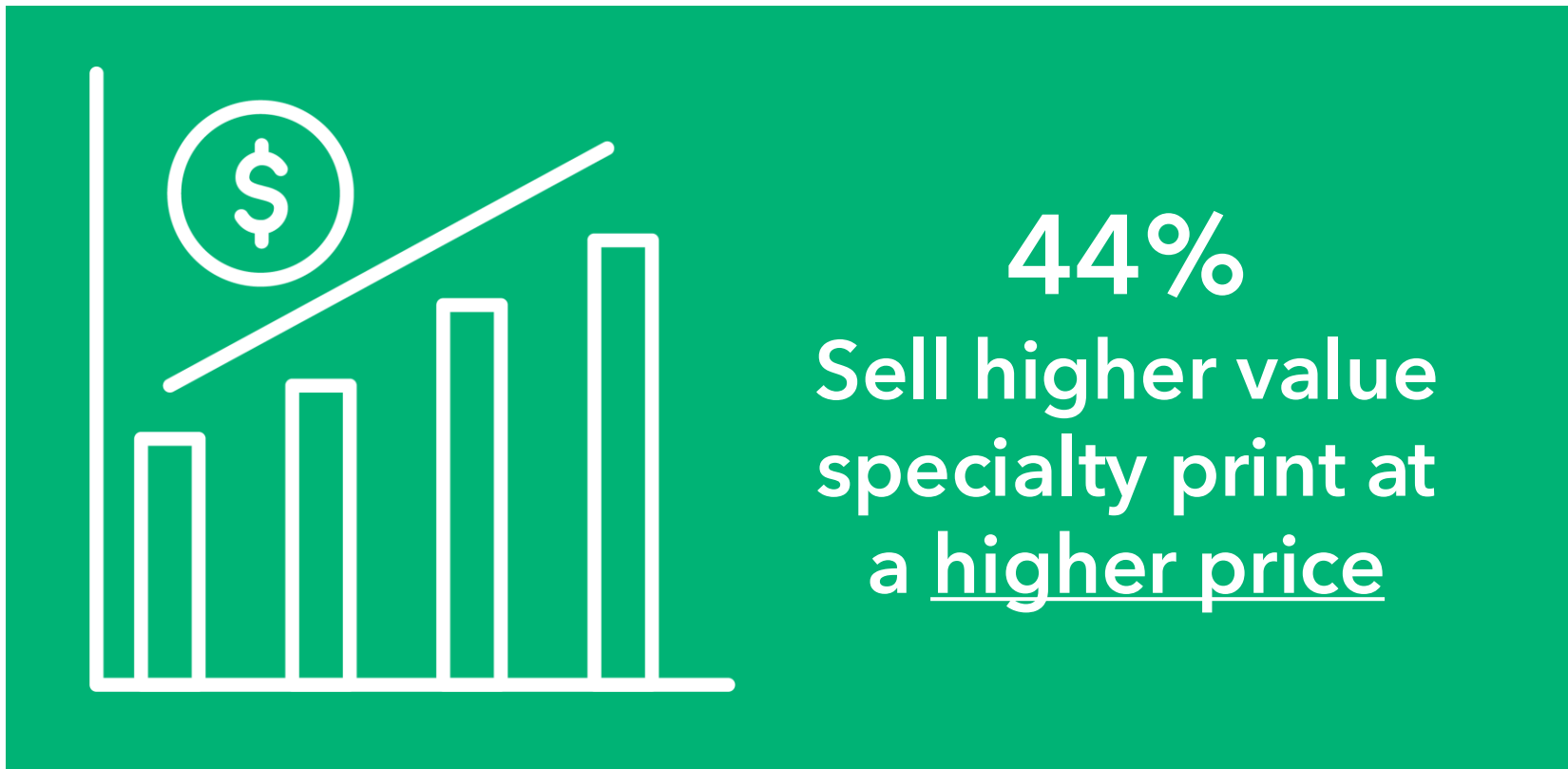
DOUGH
DONUT

dE 0.10



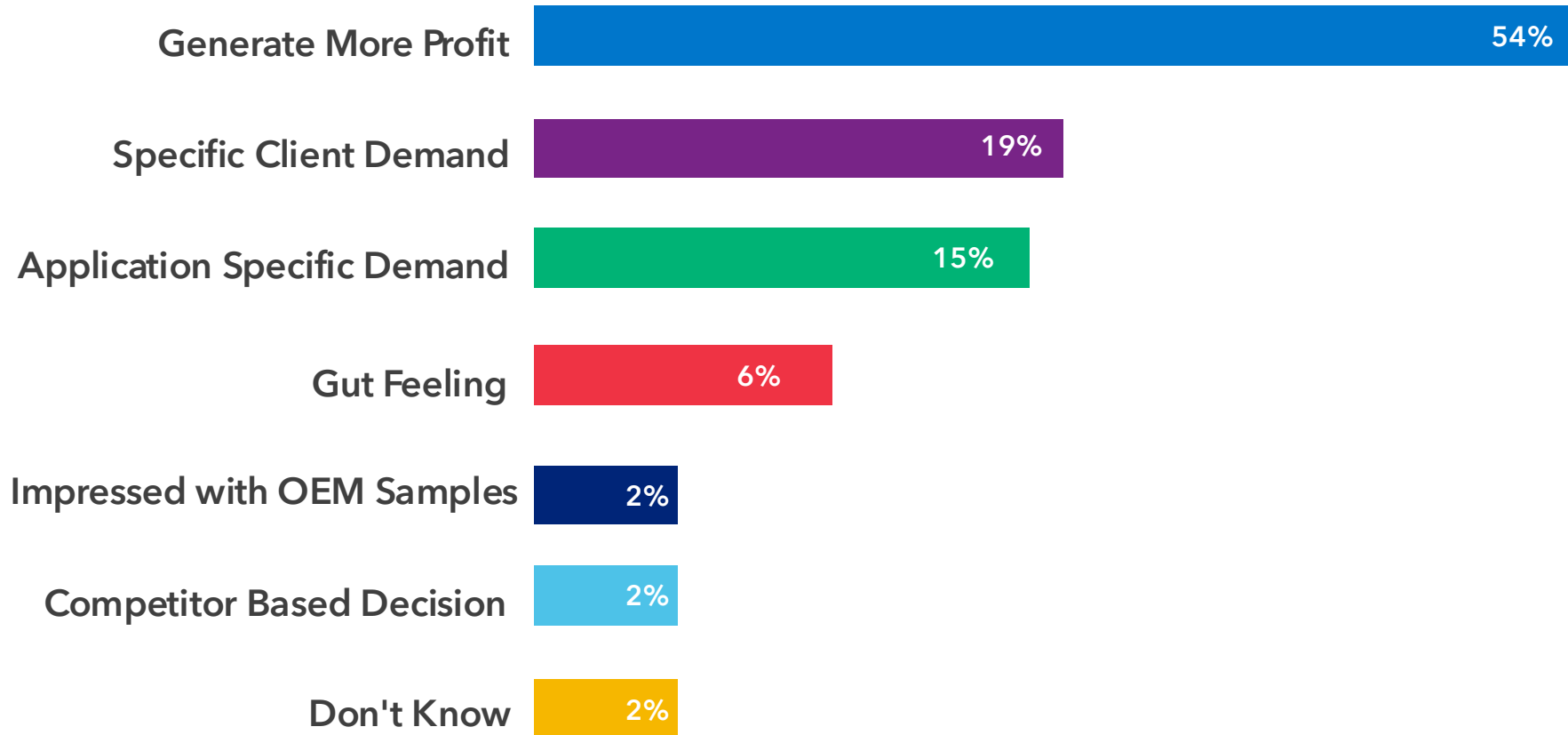


Growth opportunities with additional colors



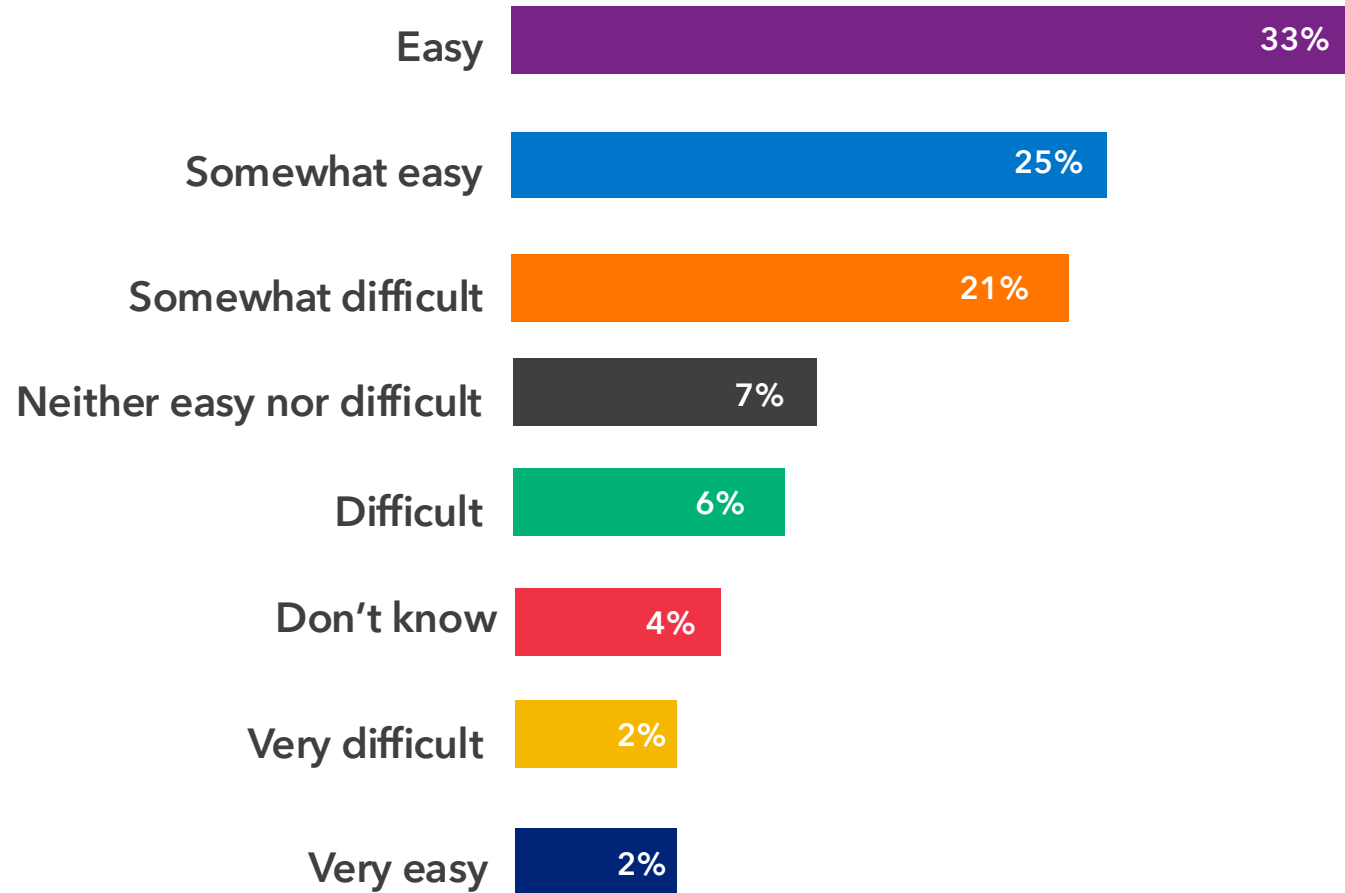


Main reason for investing





Difficulty of design



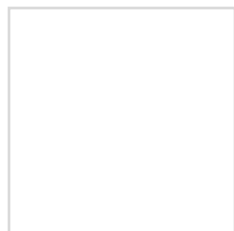


What are premium colors?



Specialty colors

White



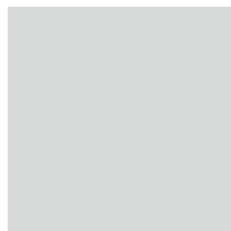
FUJIFILM

RICOH
imagine. change.

SHARP
xerox™



Clear

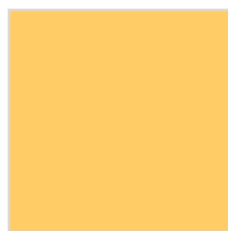


FUJIFILM

RICOH
imagine. change.

SHARP
xerox™

Gold

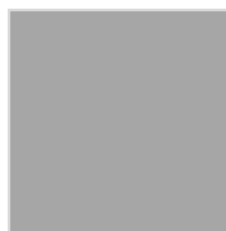


FUJIFILM

RICOH
imagine. change.

SHARP
xerox™

Silver

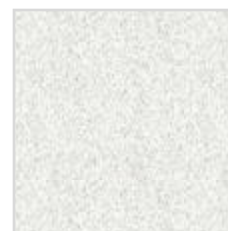


FUJIFILM

RICOH
imagine. change.

SHARP
xerox™

Low Gloss Clear/
Textured Paper



FUJIFILM

SHARP
xerox™

Invisible
Red



RICOH
imagine. change.

Fluorescent
Yellow

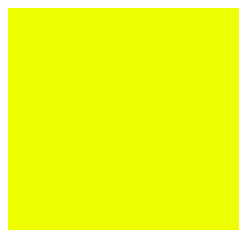


xerox™



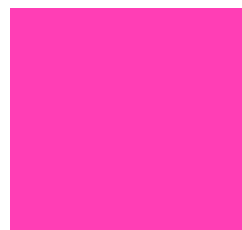
Expanded gamut

Neon
Yellow



RICOH
imagine. change.

Fluorescent/
Neon/Pink



RICOH
imagine. change.

FUJIFILM
SHARP
xerox™

Orange



xerox™

efi
Landa

Green



xerox™

efi
Landa

Blue



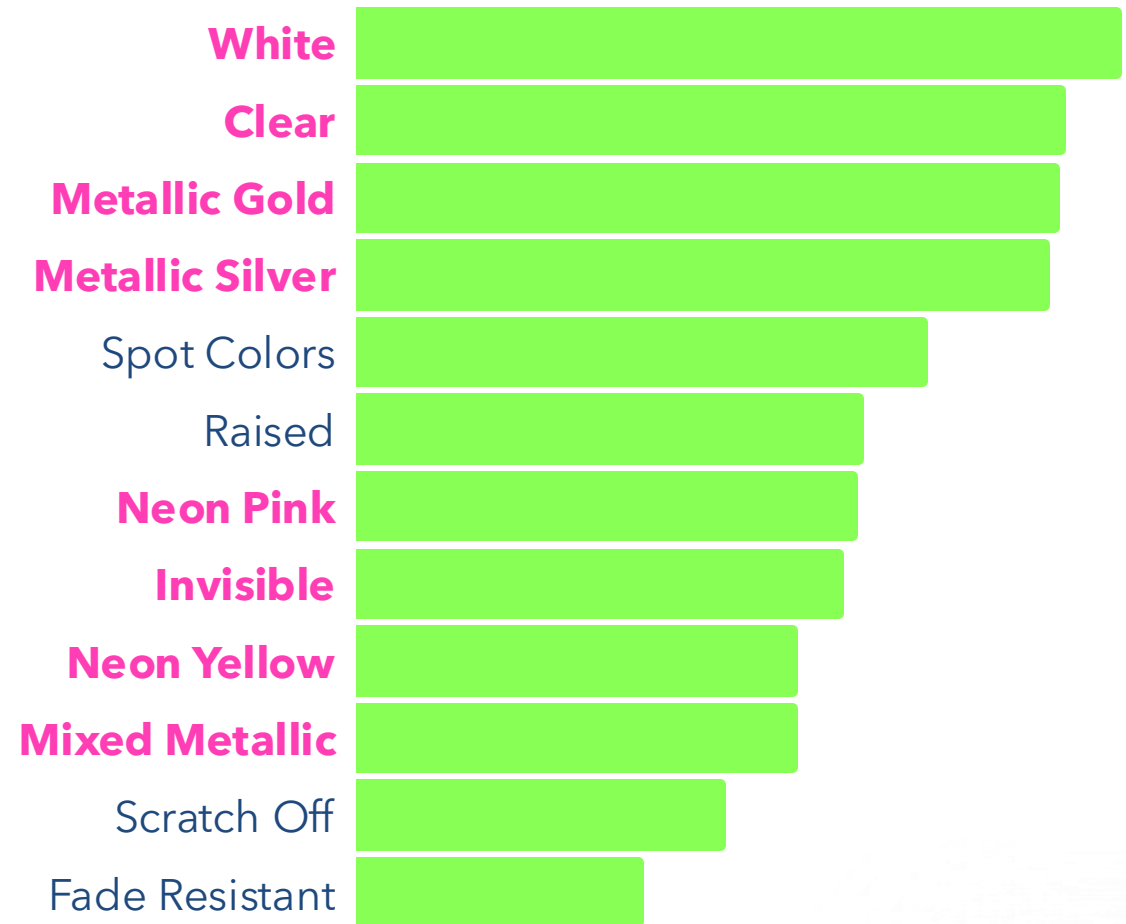
xerox™

Violet



efi
Landa

Rank The Most Popular Additional Inks and Toners in Order of Demand.



Poll



What additional colors do you use or want to use?

- A. Pink
- B. Clear
- C. White
- D. Gold
- E. Silver
- F. Yellow
- G. Invisible red
- H. Low gloss/textured paper
- I. Orange/Green/Blue
- J. Orange/Green/Violet
- K. Other (specify)



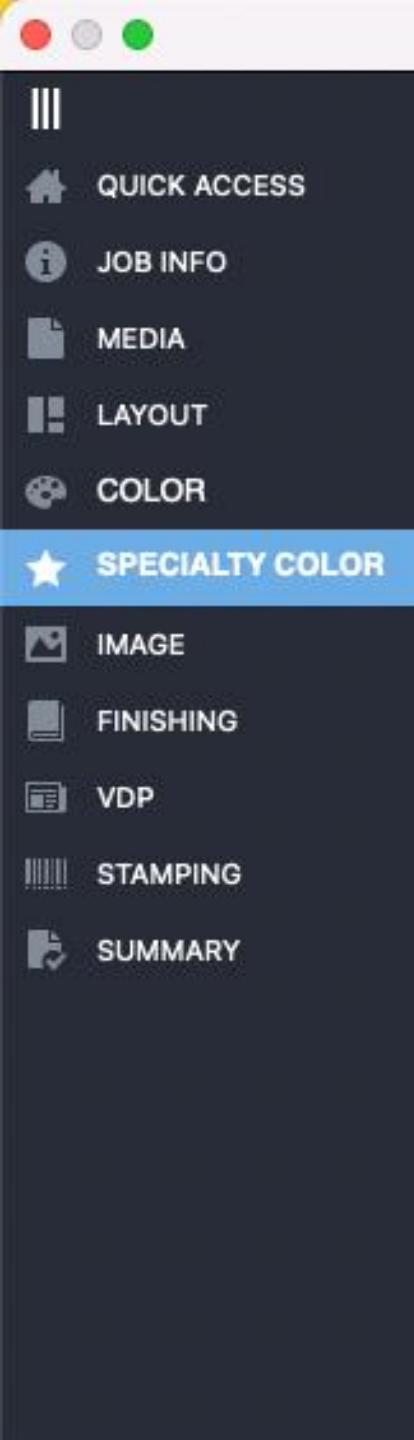


Specialty colors vs expanded gamut



Specialty colors

Add embellishment to prints



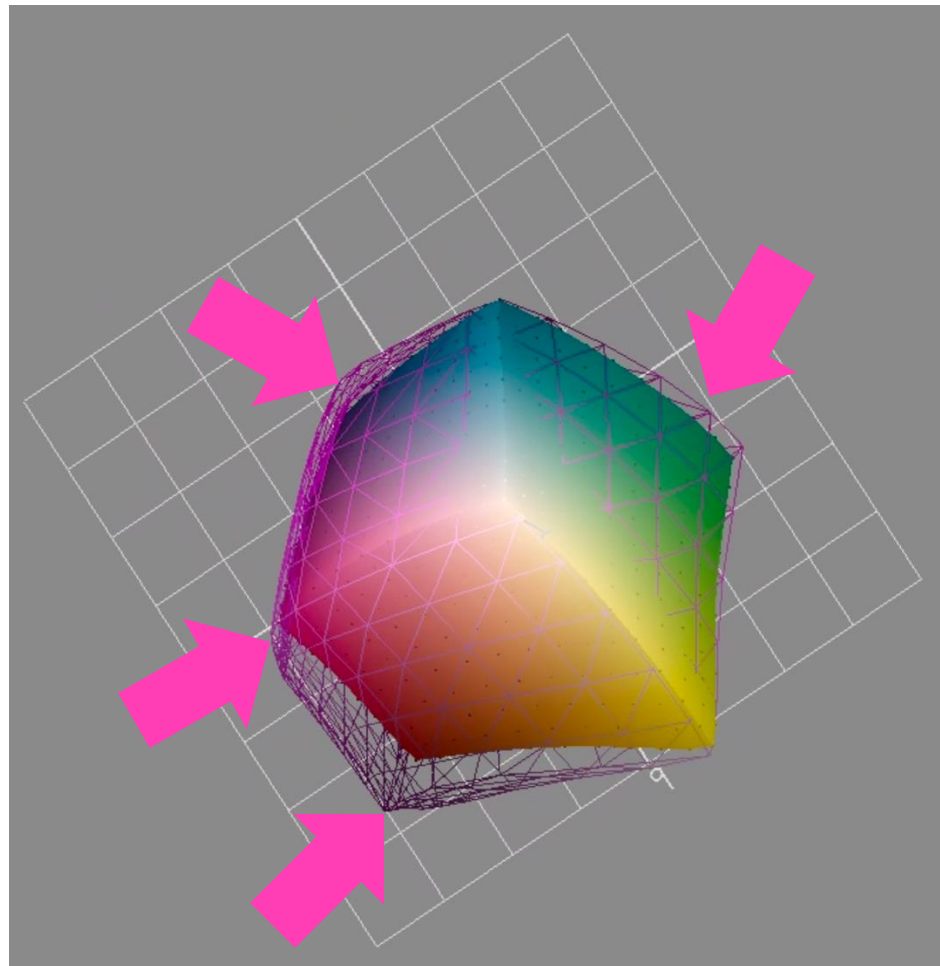
**Non-profiled
colors**

**Always treated as
spot colors**



Expanded gamut

Widens the color gamut of a press



Profiled colors that
are treated the same
as C,M,Y,K



Why is profiling important for expanded gamut printing?

Profiles = the **blueprint** for how color is interpreted and reproduced by a press

Accurate color
reproduction



Optimized color
management



Spot color
matching

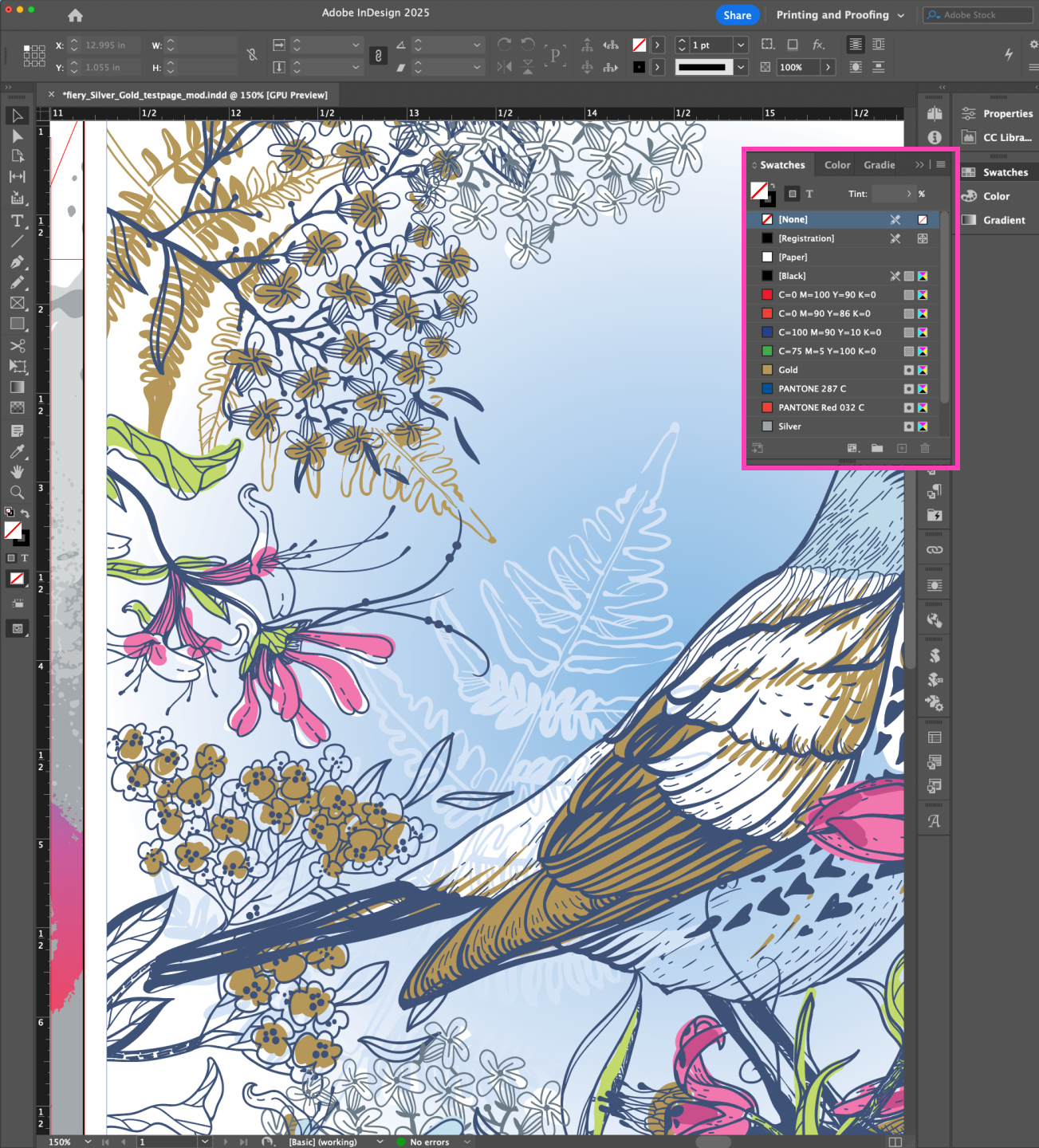


Production
efficiency

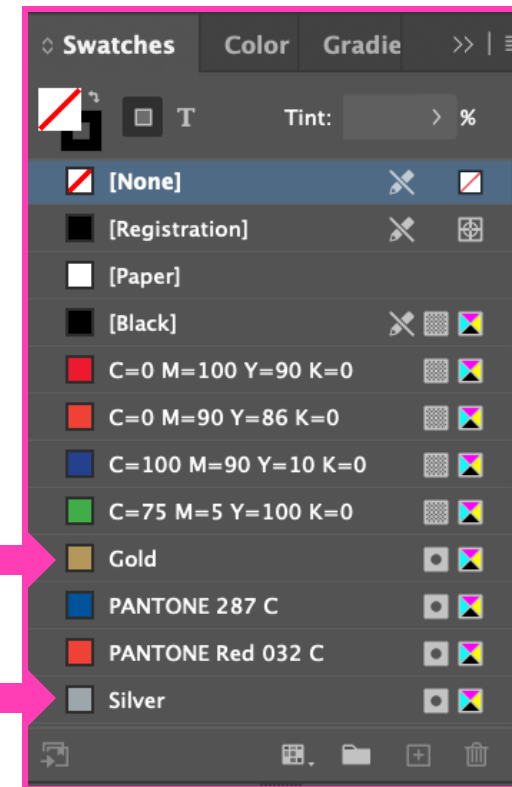




Preparing files for premium color printing



Include spot colors
in the design file



III

QUICK ACCESS

JOB INFO

MEDIA

LAYOUT

COLOR

SPECIALTY COLORANT

IMAGE

FINISHING

VDP

STAMPING

SUMMARY

Default settings

Lock AllUnlock All

Adobe PDF Print Engine Preferred

Apply white toner

'White' spot color(s) and selected object types

Full page

All pages

Pages:

Sheets:

Enter print range separated by commas and in ascending order (e.g. 1, 4, 5-20).

Limit specialty toner to:

100

%

Invert white toner

Image halftone screen for white color:

Screen 1

Text and graphics halftone screen for white color:

Same as image

Apply enhancements to:

Text and graphics

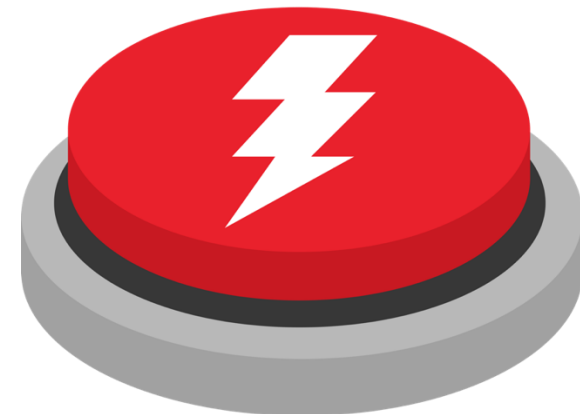
Halftoned text enhancement

Text smoothing enhancement

Text thinning



Use tools on the Fiery server



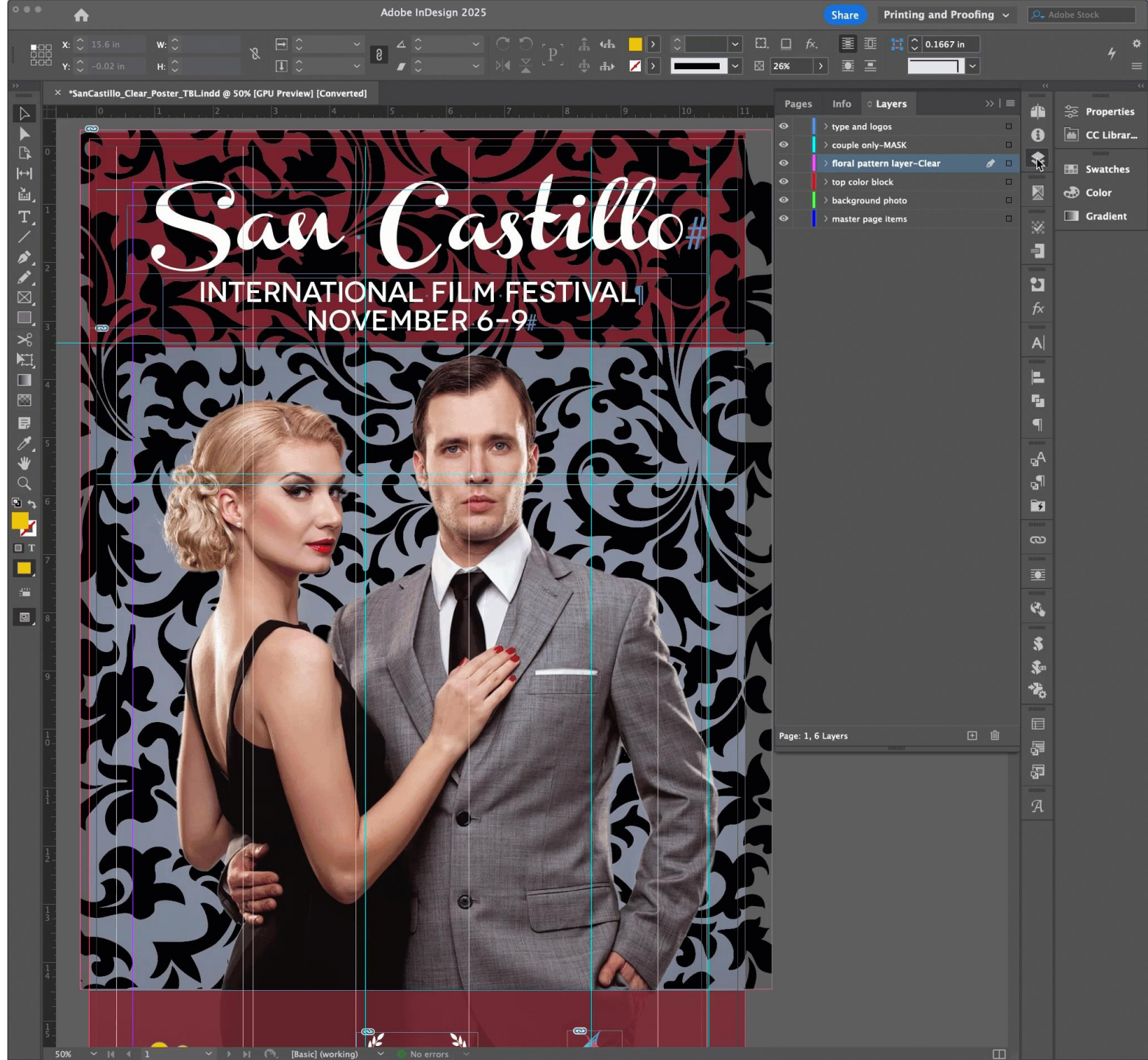


Let's see some examples!

Clear

Include in the
design file

Create a separate layer
with Clear spot color
design elements



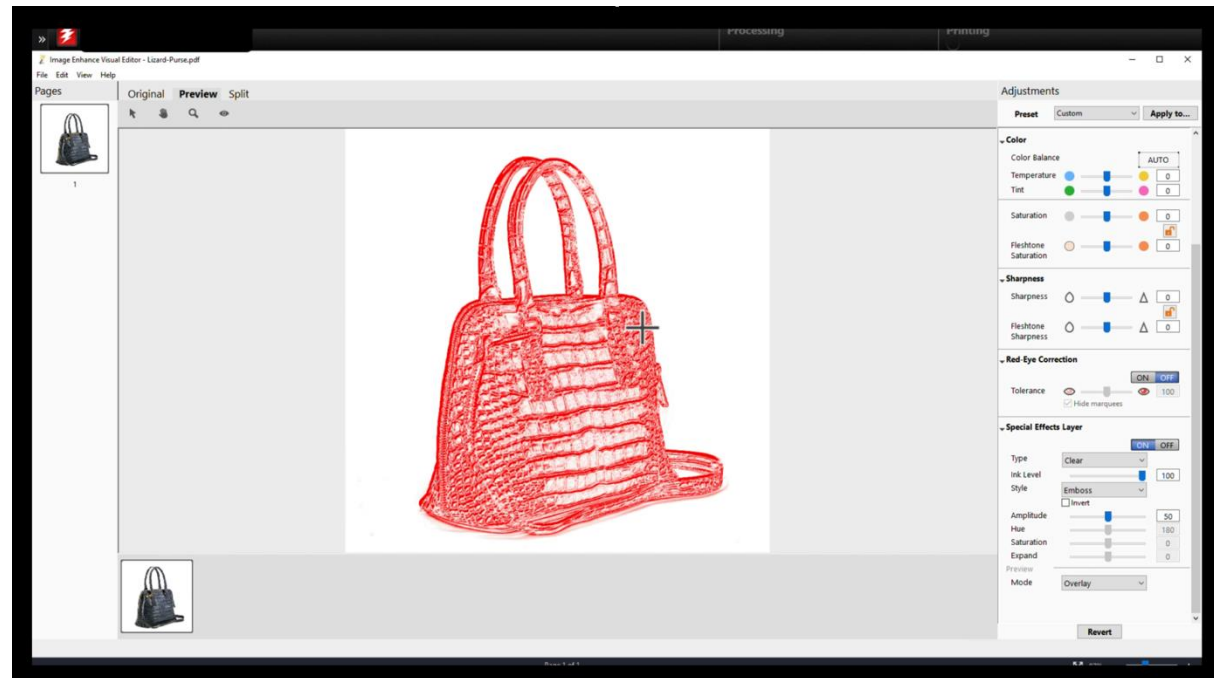


Clear

Add at the Fiery DFE

Create texture:
Fiery Image Enhance
Visual Editor &
Multi-Pass

Live demo
(view in the recording)



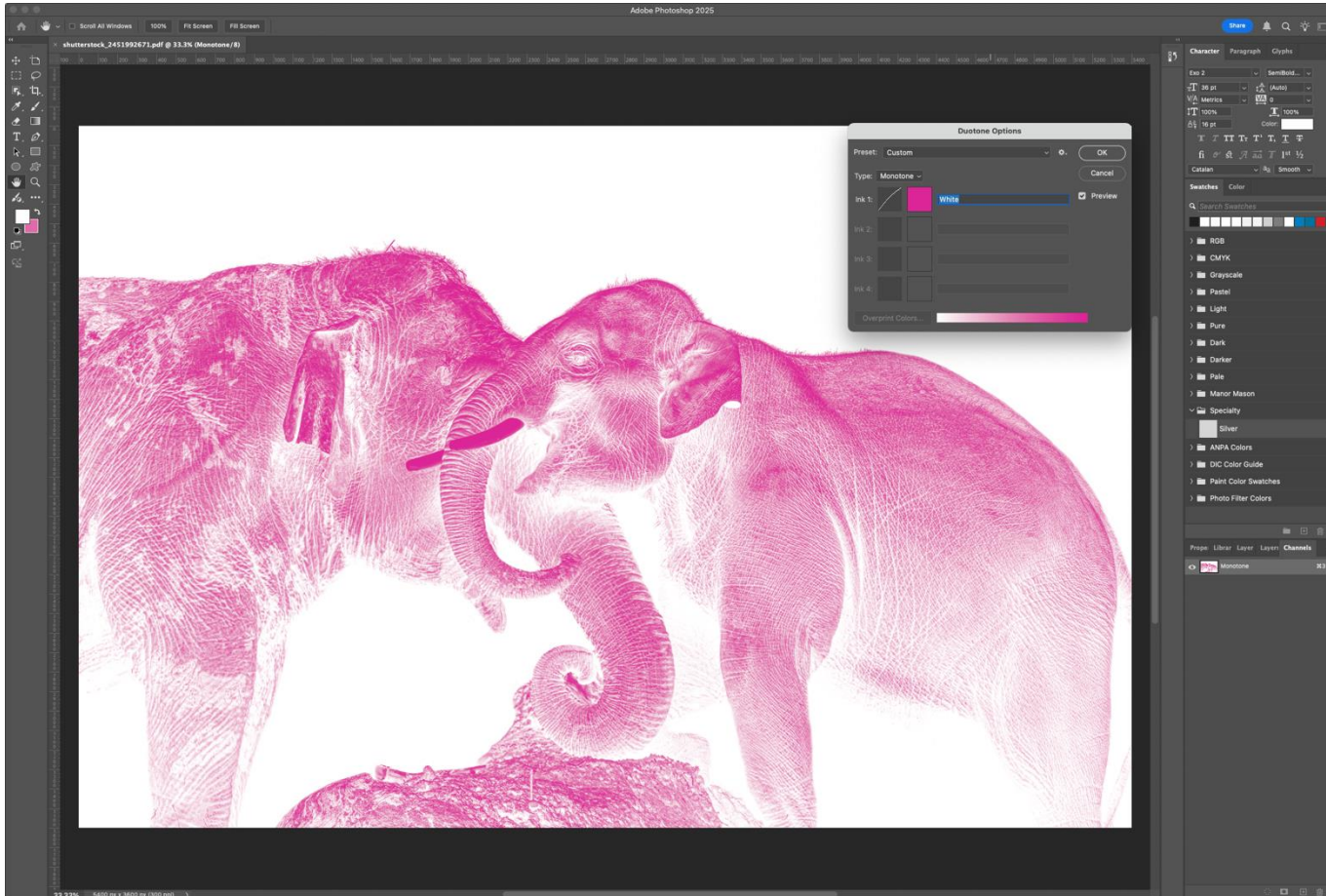
White

Include in the
design file



Create a monotone image using White

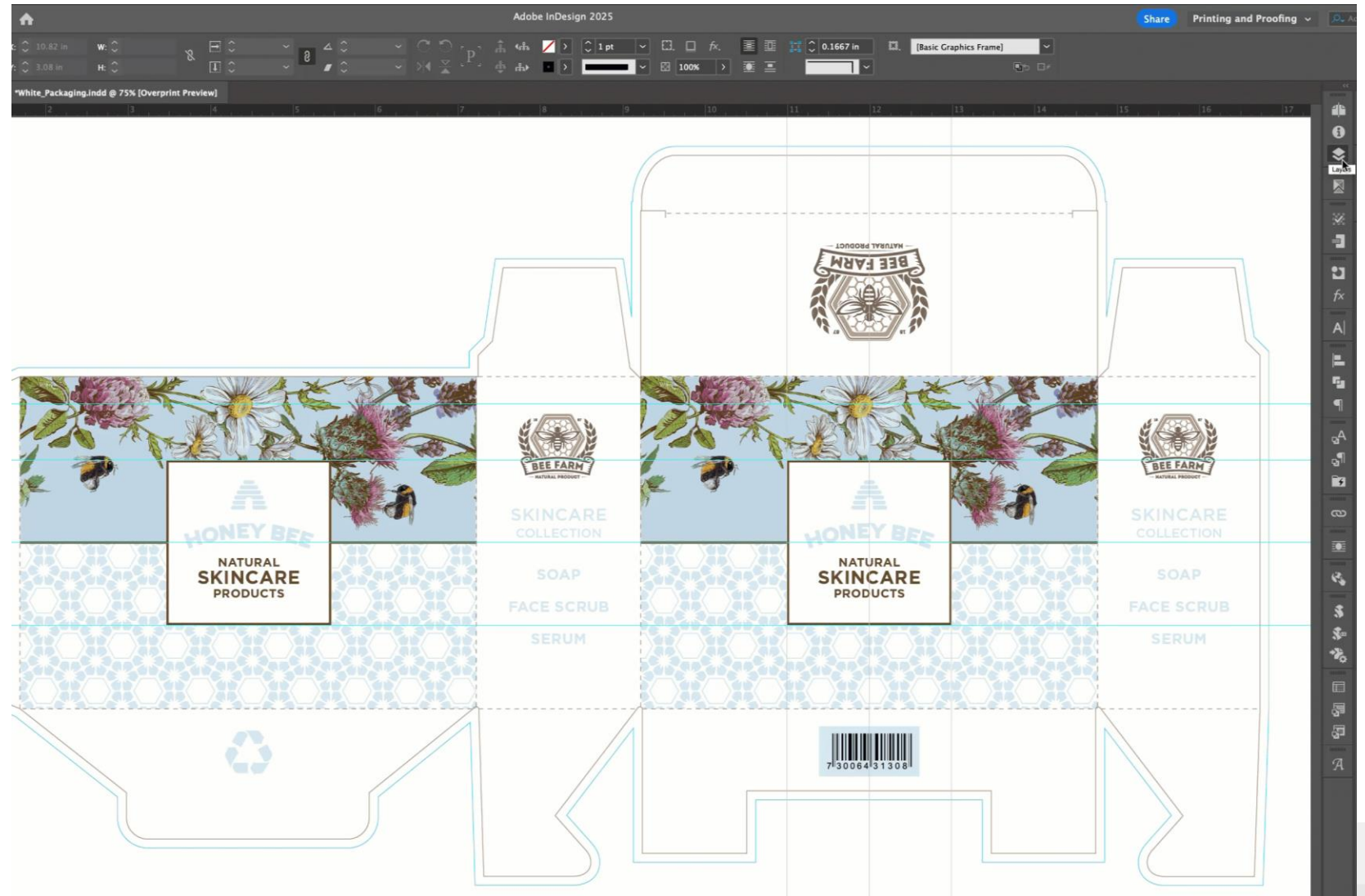
Print on a dark substrate



White

Include in the
design file

Create a separate
layer with White
spot color design
elements



White

Add at the
Fiery DFE



Invert separations





White

Add at the
Fiery DFE

Use as overlay for
decals





White

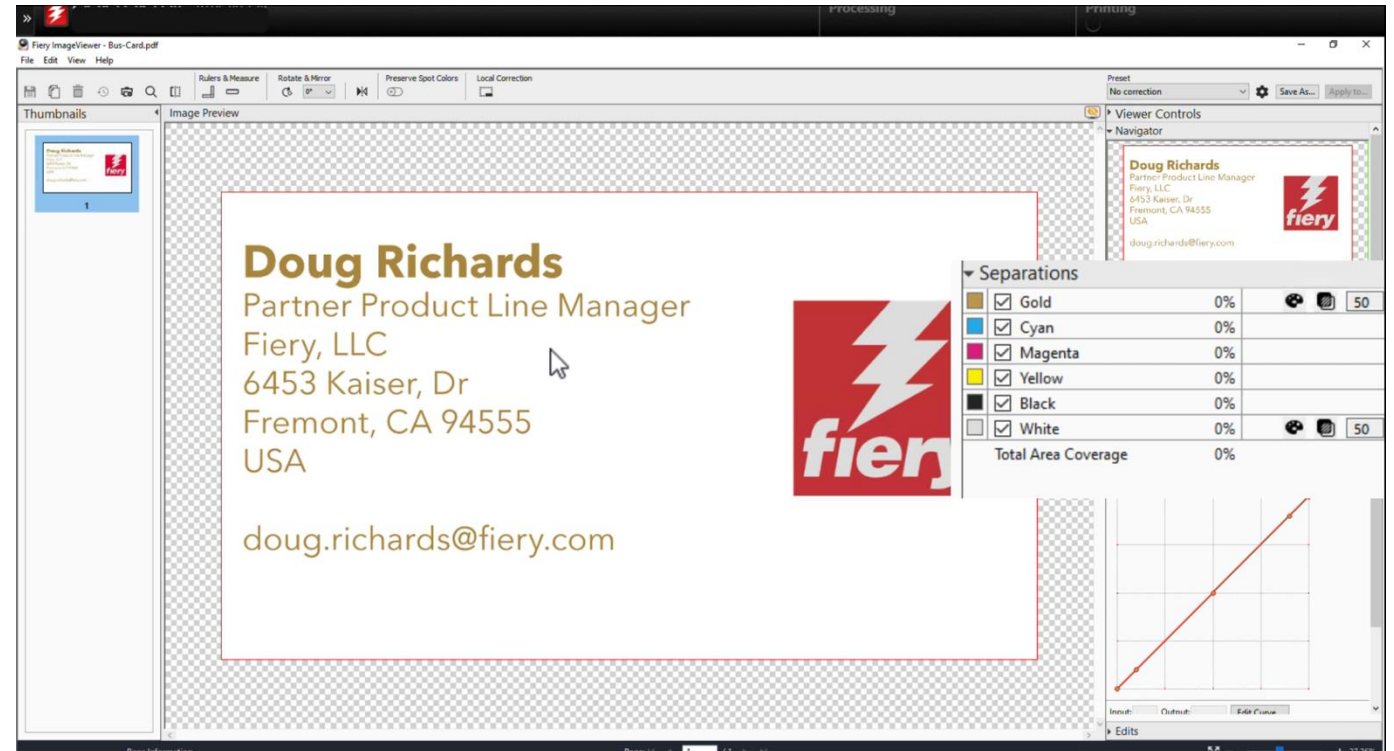


Live demo
(view in the recording)

**Add at the
Fiery DFE**



Use as underlay

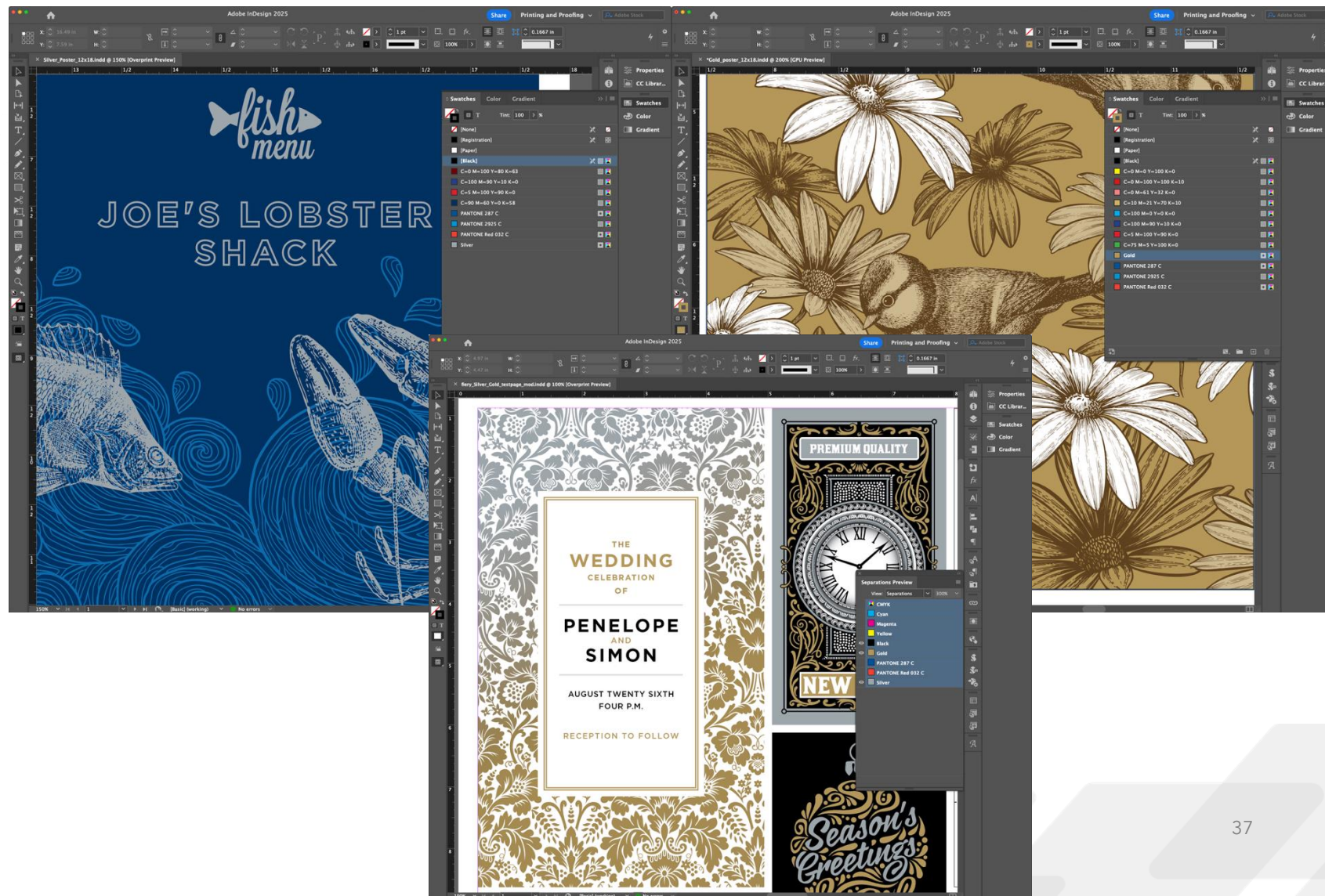




Gold/silver

Include in the
design file

Use Silver/Gold
spot colors as
design elements





Gold/silver

**Include in the
design file**

**Use Silver/Gold
spot colors as
design elements**





Gold/silver



Add at the
Fiery DFE



Enhance photos
with Fiery Image
Enhance Visual
Editor

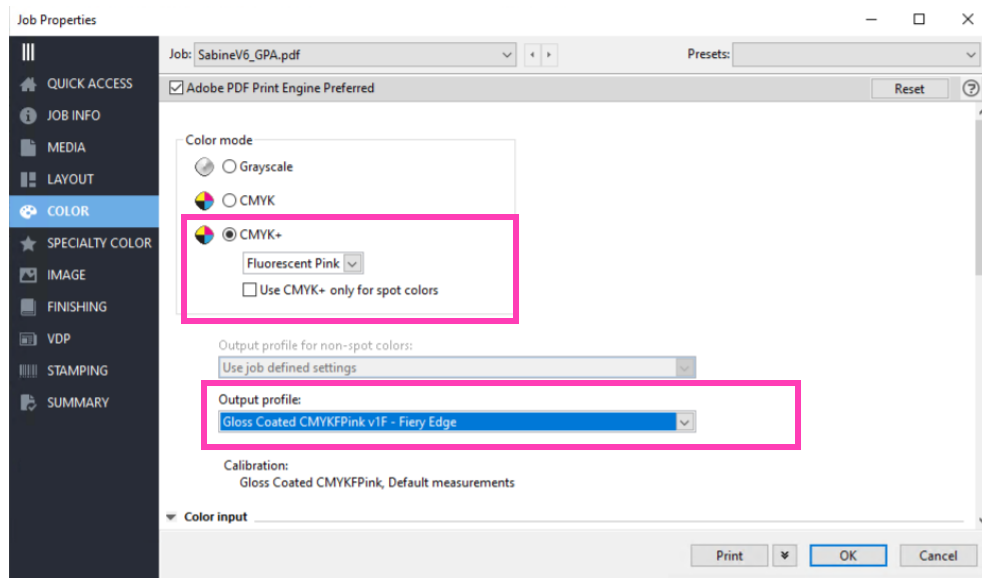


Expanded gamut

Add at the
Fiery DFE

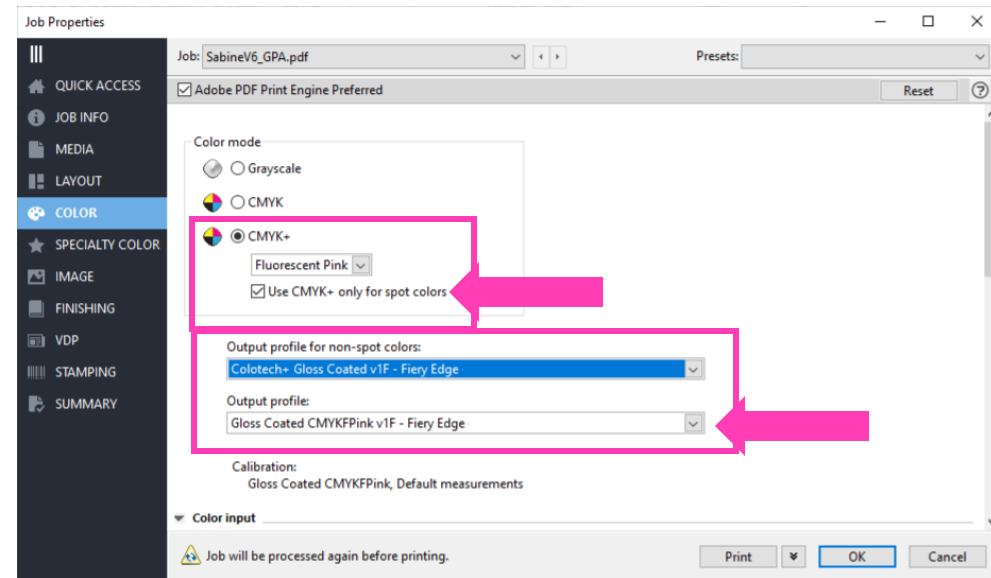
Fiery does all the heavy lifting for you!

Gamut expansion across a file



Used throughout the whole document

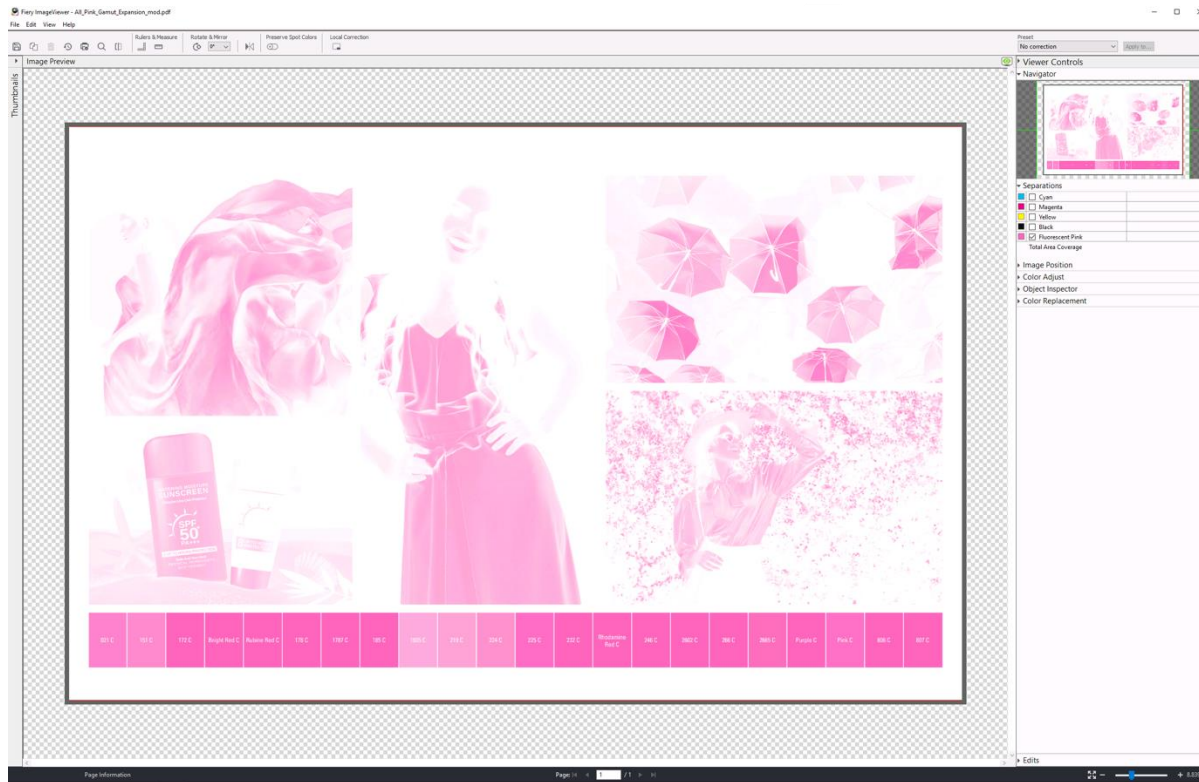
Gamut expansion for spot colors only



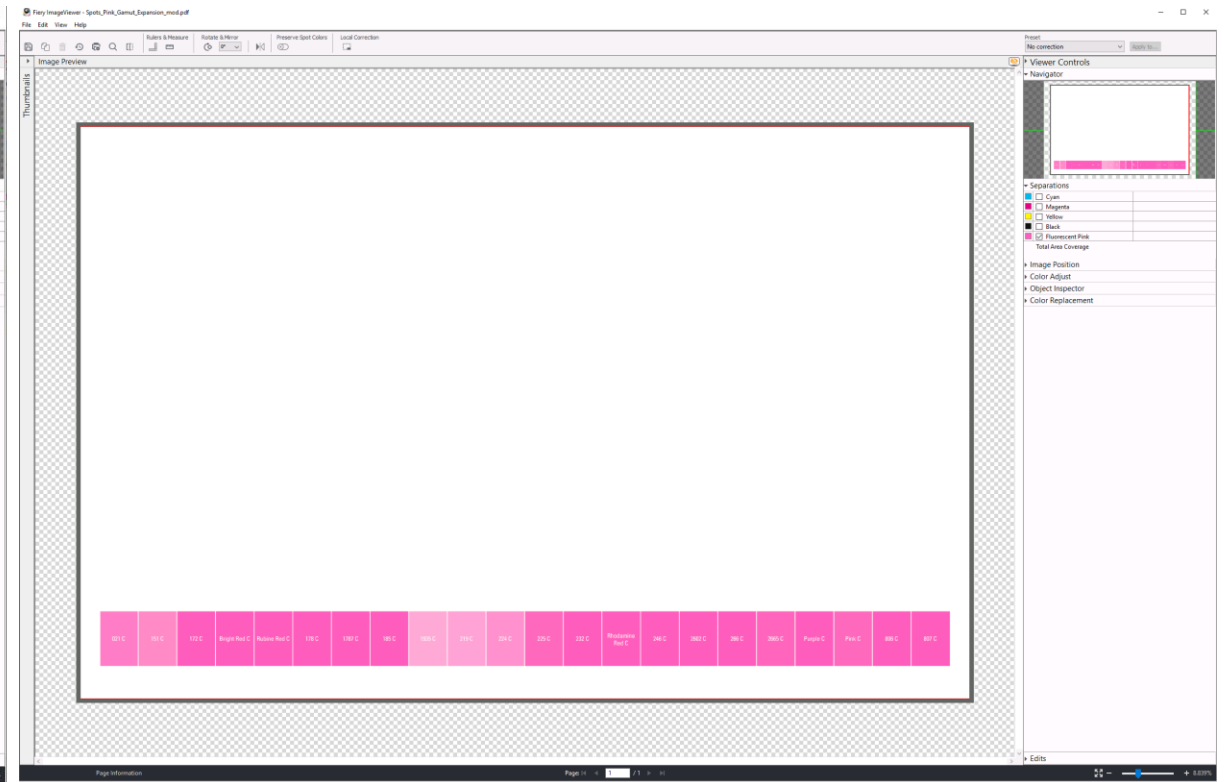
Applied only to spot colors
A more economical option

Expanded gamut

Usage comparison



Gamut expansion **across a file**



Gamut expansion for **spot colors only**

Expanded gamut for photos



CMYK



CMYK + pink

See the difference:

- Brighter, smoother skin tones
- More vivid pink dress with more detail
- Brighter orange background with more detail
- Brighter image overall

Expanded gamut for spot colors

CMYK

Name	Color Accuracy (ΔE_{00}) ①	ΔE_{00}
PANTONE 13-1023 TPG	✓ In gamut	4.91
PANTONE 904 C	⚠ Out of gamut	9.14
PANTONE 905 C	⚠ Out of gamut	9.14
PANTONE 906 C	⚠ Out of gamut	6.48
PANTONE 907 C	⚠ Out of gamut	6.42
PANTONE 911 C	⚠ Out of gamut	7.15
PANTONE 912 C	⚠ Out of gamut	8.06
PANTONE 913 C	⚠ Out of gamut	5.81
PANTONE 914 C	⚠ Out of gamut	5.71
PANTONE 918 C	⚠ Out of gamut	5.72
PANTONE 919 C	⚠ Out of gamut	6.86
PANTONE 920 C	⚠ Out of gamut	5.09
PANTONE 921 C	✓ In gamut	4.30
PANTONE 810 C	⚠ Out of gamut	8.54
PANTONE 811 C	⚠ Out of gamut	11.38
PANTONE 812 C	⚠ Out of gamut	8.15
PANTONE 814 C	⚠ Out of gamut	5.77
PANTONE 924 C	⚠ Out of gamut	5.49
PANTONE 925 C	⚠ Out of gamut	9.27
PANTONE 926 C	⚠ Out of gamut	7.27
PANTONE 927 C	⚠ Out of gamut	5.75
PANTONE 928 C	⚠ Out of gamut	5.21
PANTONE 932 C	⚠ Out of gamut	8.09
PANTONE 933 C	⚠ Out of gamut	6.48
PANTONE 934 C	⚠ Out of gamut	5.23

CMYK + Pink

Name	Color Accuracy (ΔE_{00}) ①	ΔE_{00}
PANTONE 13-1023 TPG	✓ In gamut	0.08
PANTONE 904 C	✓ In gamut	4.08
PANTONE 905 C	✓ In gamut	2.16
PANTONE 906 C	✓ In gamut	0.41
PANTONE 907 C	✓ In gamut	0.87
PANTONE 911 C	✓ In gamut	3.08
PANTONE 912 C	✓ In gamut	1.75
PANTONE 913 C	✓ In gamut	0.47
PANTONE 914 C	✓ In gamut	0.53
PANTONE 918 C	✓ In gamut	2.43
PANTONE 919 C	✓ In gamut	1.63
PANTONE 920 C	✓ In gamut	0.50
PANTONE 921 C	✓ In gamut	0.47
PANTONE 810 C	✓ In gamut	4.35
PANTONE 811 C	✓ In gamut	3.84
PANTONE 812 C	✓ In gamut	1.48
PANTONE 814 C	✓ In gamut	1.48
PANTONE 924 C	✓ In gamut	3.02
PANTONE 925 C	✓ In gamut	2.85
PANTONE 926 C	✓ In gamut	0.72
PANTONE 927 C	✓ In gamut	0.67
PANTONE 928 C	✓ In gamut	1.55
PANTONE 932 C	✓ In gamut	2.39
PANTONE 933 C	✓ In gamut	0.68
PANTONE 934 C	✓ In gamut	0.48

CMYK

Name	Color Accuracy (ΔE_{00}) ①	ΔE_{00}
PANTONE 220 C	✓ In gamut	0.54
PANTONE 265 C	⚠ Out of gamut	7.11
PANTONE 266 C	⚠ Out of gamut	7.82
PANTONE 267 C	⚠ Out of gamut	5.51
PANTONE 2665 C	⚠ Out of gamut	7.01
PANTONE Violet C	⚠ Out of gamut	8.41
PANTONE 2685 C	⚠ Out of gamut	5.34
PANTONE 2088 C	⚠ Out of gamut	6.21
PANTONE 2089 C	⚠ Out of gamut	6.51
PANTONE 2090 C	⚠ Out of gamut	6.61
PANTONE 2091 C	⚠ Out of gamut	6.52
PANTONE 2635 C	✓ In gamut	3.38
PANTONE 2645 C	✓ In gamut	4.66
PANTONE 2655 C	⚠ Out of gamut	5.84
PANTONE 1495 C	⚠ Out of gamut	7.32
PANTONE 1505 C	⚠ Out of gamut	7.36
PANTONE 1555 C	⚠ Out of gamut	5.01
PANTONE 1585 C	⚠ Out of gamut	6.35
PANTONE 1595 C	✓ In gamut	0.20
PANTONE 151 C	⚠ Out of gamut	6.43
PANTONE 1485 C	⚠ Out of gamut	6.41
PANTONE Orange 021 C	⚠ Out of gamut	6.19
PANTONE 165 C	⚠ Out of gamut	6.31
PANTONE 813 C	⚠ Out of gamut	5.63

CMYK + Pink

Name	Color Accuracy (ΔE_{00}) ①	ΔE_{00}
PANTONE 220 C	✓ In gamut	0.52
PANTONE 265 C	✓ In gamut	1.84
PANTONE 266 C	✓ In gamut	2.80
PANTONE 267 C	✓ In gamut	1.58
PANTONE 2665 C	✓ In gamut	1.71
PANTONE Violet C	⚠ Out of gamut	6.45
PANTONE 2685 C	✓ In gamut	4.15
PANTONE 2088 C	✓ In gamut	1.43
PANTONE 2089 C	✓ In gamut	1.64
PANTONE 2090 C	✓ In gamut	2.06
PANTONE 2091 C	✓ In gamut	3.33
PANTONE 2635 C	✓ In gamut	1.22
PANTONE 2645 C	✓ In gamut	1.87
PANTONE 2655 C	✓ In gamut	1.86
PANTONE 1495 C	✓ In gamut	1.01
PANTONE 1505 C	✓ In gamut	3.84
PANTONE 1555 C	✓ In gamut	0.61
PANTONE 1585 C	✓ In gamut	0.53
PANTONE 1595 C	✓ In gamut	0.56
PANTONE 151 C	✓ In gamut	0.87
PANTONE 1485 C	✓ In gamut	0.95
PANTONE Orange 021 C	✓ In gamut	3.70
PANTONE 165 C	✓ In gamut	0.55
PANTONE 813 C	✓ In gamut	1.04

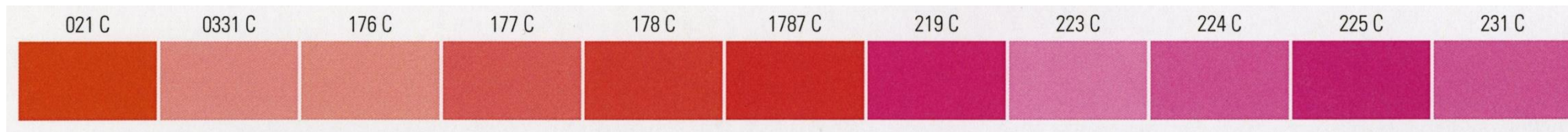
See the difference:

- Improved spot color accuracy
- More colors in the press' gamut
 - Out-of-gamut colors can also be significantly improved.

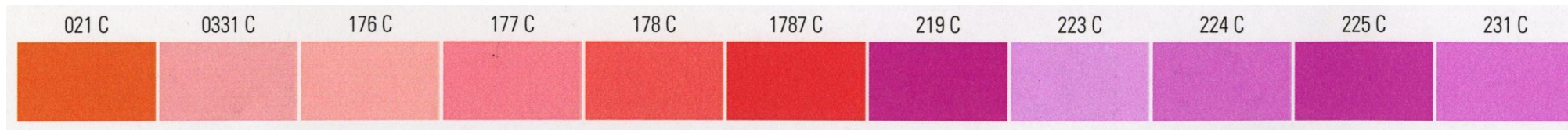
Expanded gamut for spot colors



See the difference: brighter, more visually appealing colors



CMYK



CMYK+ pink



CMYK

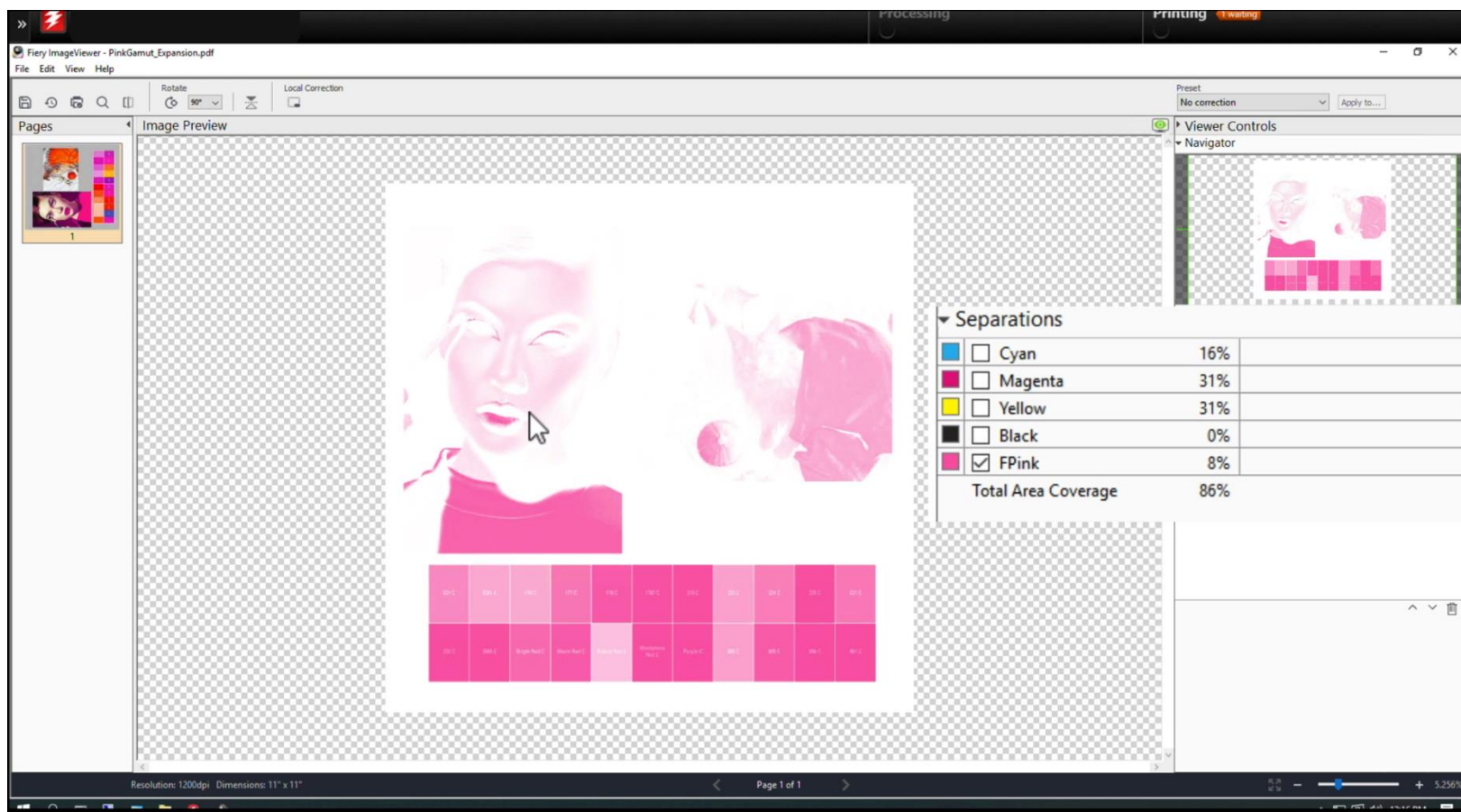


CMYK+ pink



See expanded gamut in action

Live demo
(view in the recording)





More Fiery tools to maximize premium color utilization



Fiery Spot Pro

Customize and control spot colors



Optimize spot colors for expanded gamut colors

Fiery Spot Color Report

Average ΔE_{00} : 4.37
Maximum ΔE_{00} : 8.73 (PANTONE Orange 021 C)

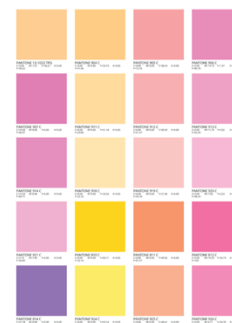
$\Delta E_{00} < 1.0$: 0.0%

$\Delta E_{00} < 2.0$: 0.0%

$\Delta E_{00} > 2.0$: 100.0%

Color	Name	L*	a*	b*	Measured L*	Measured a*	Measured b*	Cyan	Magenta	Yellow	Black	FPink	ΔE_{00}
neon_pink		50.00	100.00	0.00	51.64	77.74	3.52	1.2	89.4	0.4	0.0	79.2	4.95
PANTONE Bright Red C		57.47	72.50	61.67	59.77	64.17	46.13	0.4	42.7	91.8	0.0	67.5	5.31
PANTONE 805 C		73.03	69.14	35.90	67.56	61.59	23.61	0.0	0.0	61.2	0.0	78.4	6.54
PANTONE 806 C		64.61	82.90	-10.91	64.58	72.55	-9.19	0.0	20.0	1.2	0.0	99.6	2.32
PANTONE 807 C		56.31	79.66	-32.06	59.43	63.33	-18.23	17.3	17.6	0.0	0.0	99.6	6.09
PANTONE Red 032 C		55.26	72.14	43.47	56.67	69.60	38.36	1.6	52.2	80.0	0.0	95.1	2.31
PANTONE 1787 C		56.62	72.81	38.60	58.11	70.08	31.84	0.8	45.1	71.8	0.0	90.6	3.00
PANTONE 804 C		83.38	44.72	67.55	78.25	29.41	64.55	0.0	0.0	80.8	0.0	36.9	6.90
PANTONE Purple C		47.52	68.89	-42.48	52.21	53.12	-26.82	35.7	25.1	0.0	0.0	99.6	7.42
PANTONE 176 C		80.96	31.33	9.53	83.16	28.33	2.38	0.4	0.4	23.5	0.0	32.5	4.22
PANTONE 177 C		70.77	52.19	21.15	71.22	53.87	11.39	1.6	1.2	44.7	0.0	59.2	5.35
PANTONE 178 C		63.13	65.52	37.66	64.99	62.96	29.60	2.0	11.4	68.6	0.0	82.4	3.75
PANTONE Warm Red C		58.66	70.06	51.19	60.22	66.17	43.32	0.4	36.1	88.2	0.0	80.0	3.06

Print swatch books that include expanded gamut or specialty colors

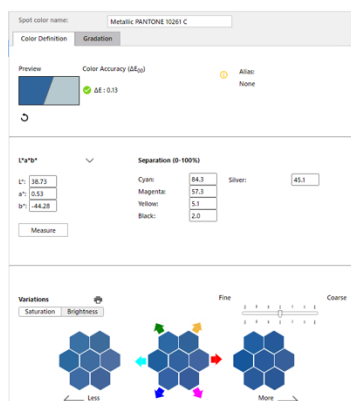


View how expanded gamut colors improve accuracy

CMYK

Name	Color Accuracy (ΔE_{00})	ΔE_{00}
PANTONE 810 C	Out of gamut	8.54
PANTONE 811 C	Out of gamut	11.38
PANTONE 812 C	Out of gamut	8.15
PANTONE 814 C	Out of gamut	5.77
PANTONE 924 C	Out of gamut	5.49
PANTONE 925 C	Out of gamut	9.27
PANTONE 926 C	Out of gamut	7.27

Create custom spot colors mixed with specialty colors (like metallics)



Print spot color variations with expanded gamut or specialty colors



CMYK + Pink

Name	Color Accuracy (ΔE_{00})	ΔE_{00}
PANTONE 810 C	In gamut	4.35
PANTONE 811 C	In gamut	3.84
PANTONE 812 C	In gamut	1.48
PANTONE 814 C	In gamut	1.48
PANTONE 924 C	In gamut	3.02
PANTONE 925 C	In gamut	2.85
PANTONE 926 C	In gamut	0.72

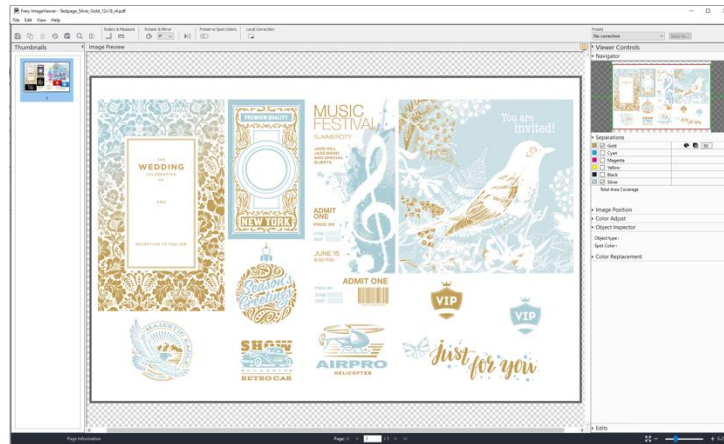


Fiery ImageViewer

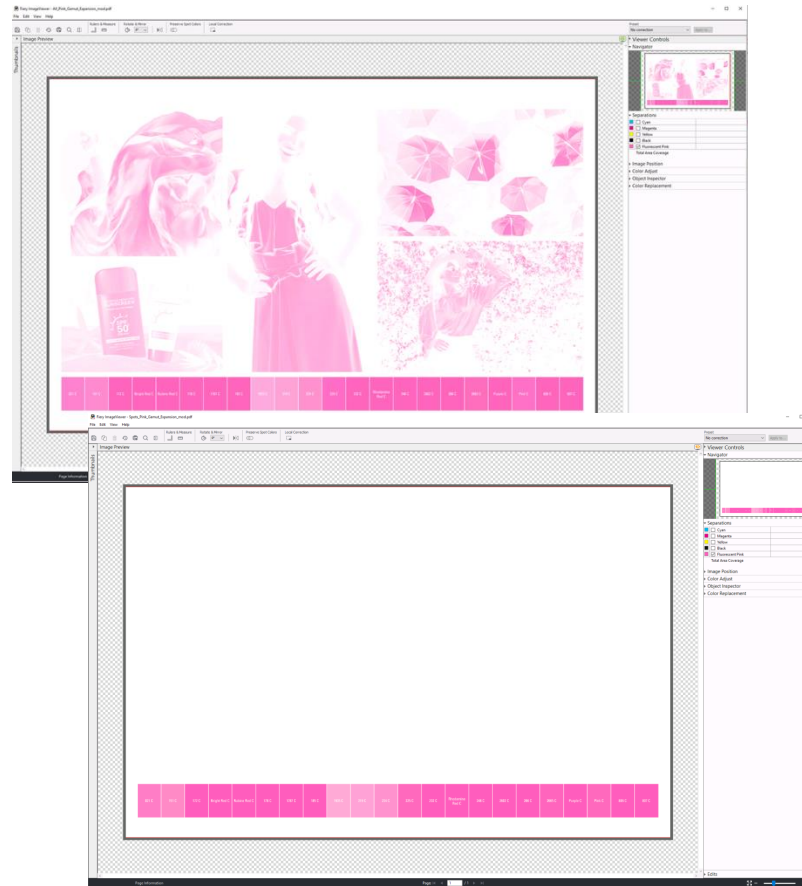
Preview and adjust RIPped files



Isolate separations to confirm premium colors will print correctly



Visualize difference in coverage for extended gamut vs spot colors



Perform color replacements & adjust color curves

Color Replacement

PANTONE 907 C

	Separations	Original	Replacement
Cyan	75	17	
Magenta	24	0	
Yellow	1	0	
Black	0	0	
Fluorescent Pink	100	100	

Color Adjust

Channels: Fluorescent Pink

Input: 34 Output: 76.00 Edit Curve...



Fiery Smart Estimator

Integrated cost estimation



- Cost estimation capabilities integrated in Fiery Command WorkStation
- Estimate toner/ink cost before printing a single page

Sample cost estimations

Cost Estimation Details

Job title
spots_gamut_expansion_test_file.pdf

Copies
25

Name	Estimated Cost
Cyan	\$ 0.03
Magenta	\$ 0.26
Yellow	\$ 0.10
Black	\$ 0.02
Total cost	\$ 0.41

OK

CMYK

Cost Estimation Details

Job title
spots_gamut_expansion_test_file.pdf

Copies
25

Name	Estimated Cost
Cyan	\$ 0.05
Magenta	\$ 0.19
Yellow	\$ 0.13
Black	\$ 0.04
Pink	\$ 0.30
Total cost	\$ 0.71

OK

CMYK + Pink
Gamut Expansion

Cost Estimation Details

Job title
spots_gamut_expansion_test_file.pdf

Copies
25

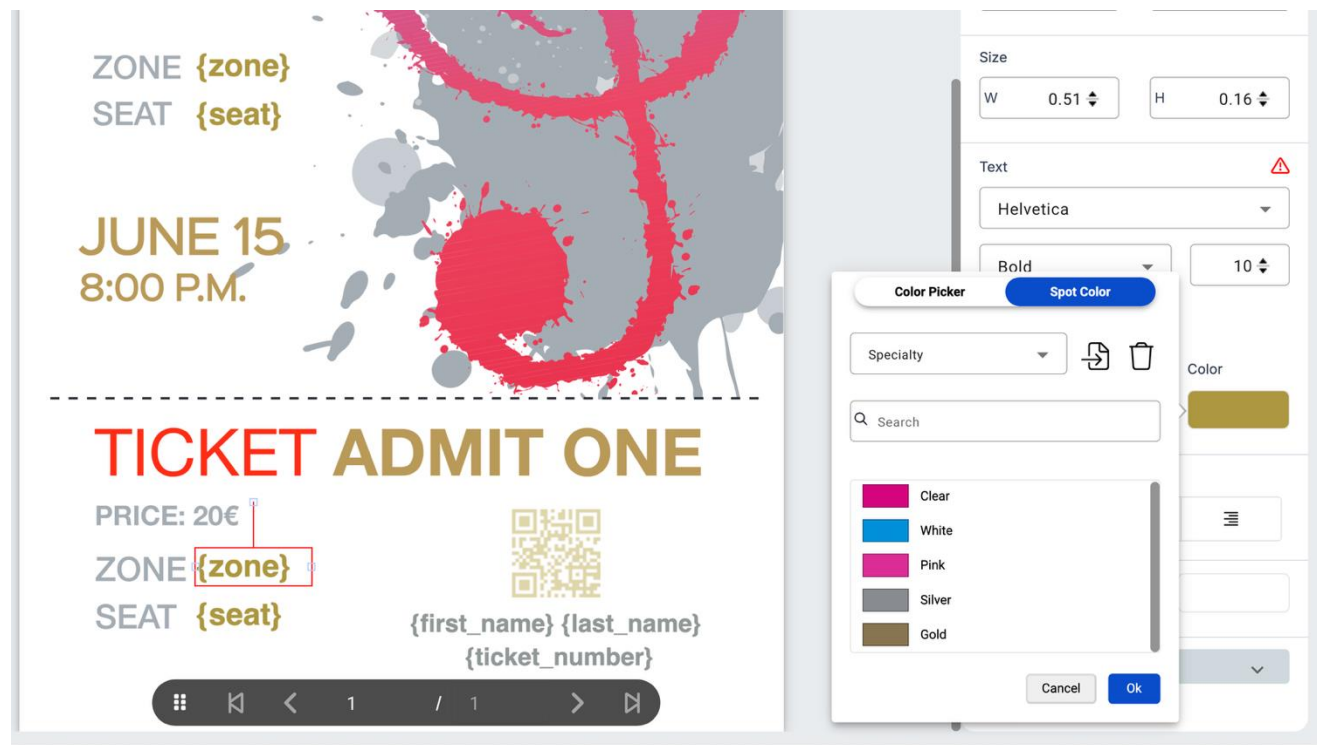
Name	Estimated Cost
Cyan	\$ 0.03
Magenta	\$ 0.24
Yellow	\$ 0.11
Black	\$ 0.02
Pink	\$ 0.06
Total cost	\$ 0.47

OK

CMYK + Pink
Spot colors only



- Easily create VDP files that include specialty or expanded gamut colors
- Specialty colors: upload an .ase file that includes named spot colors





Offline embellishments

Automate file prep



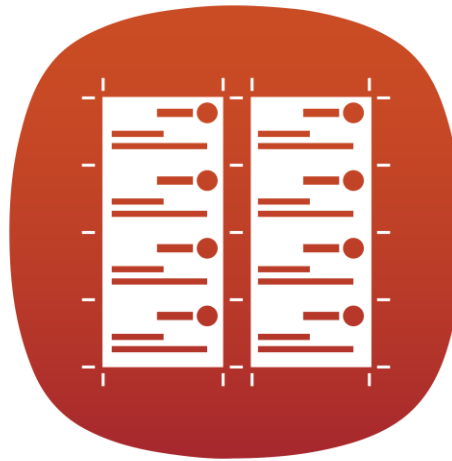
Fiery tools make setup a breeze on Duplo & MGI offline spot UV coaters

Fiery JobFlow



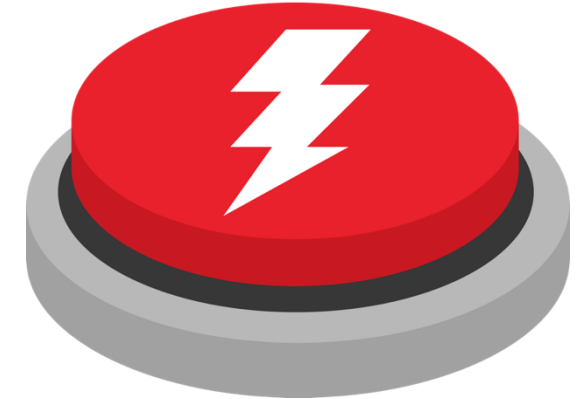
+

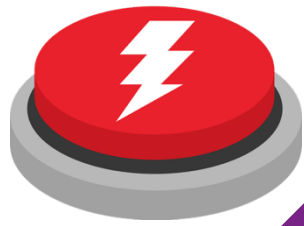
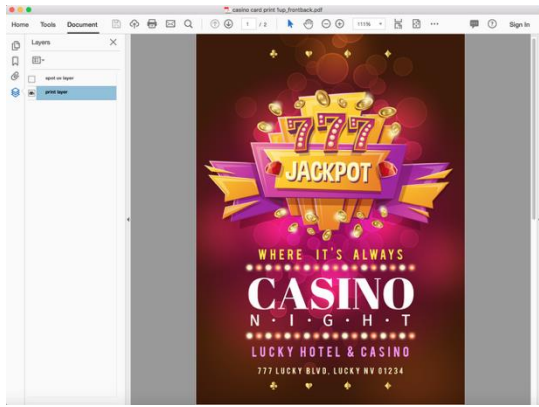
Fiery Impose



=

1-click setup







What do I do next?

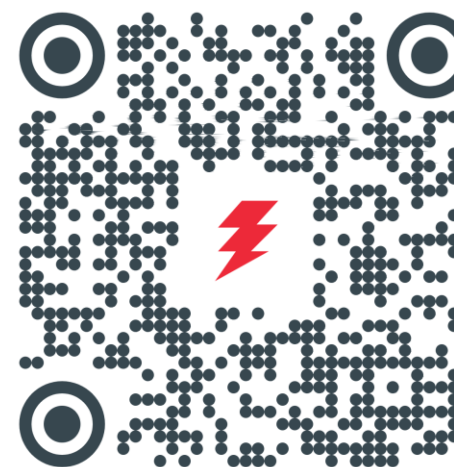


In the market for a new press?

Talk to a Fiery partner



Reach out to us



Get more out of
your current press

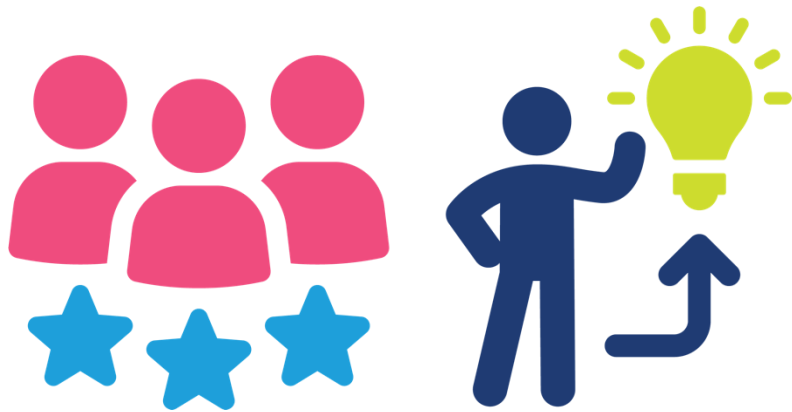




Ask the experts

Education and business development resources

Fiery partner resources



Taktiful

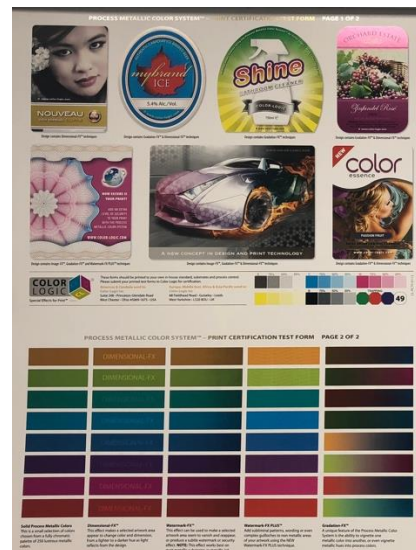




Color-Logic/Touch7

Elevate your creative skills

Metallic Color System



Create eye-catching metallic colors

Touch7 Neon Color System



Add dazzling neon effects

Fiery Educational Resources

Gain the knowledge and skills to work smarter and grow your career



[Access a Massive Library of Learning Resources](#)

Dive into a collection of 500+ on-demand courses and materials tailored to your needs



[Earn Industry-Recognized Certifications](#)

Boost your credentials with five top-tier certification programs



[Access all How-to-Guides](#)

Go through step-by-step instructions with sample files to show the full potential the Fiery solutions

New learning resources on premium color printing coming soon!

Poll



What resources would you like to see from us?

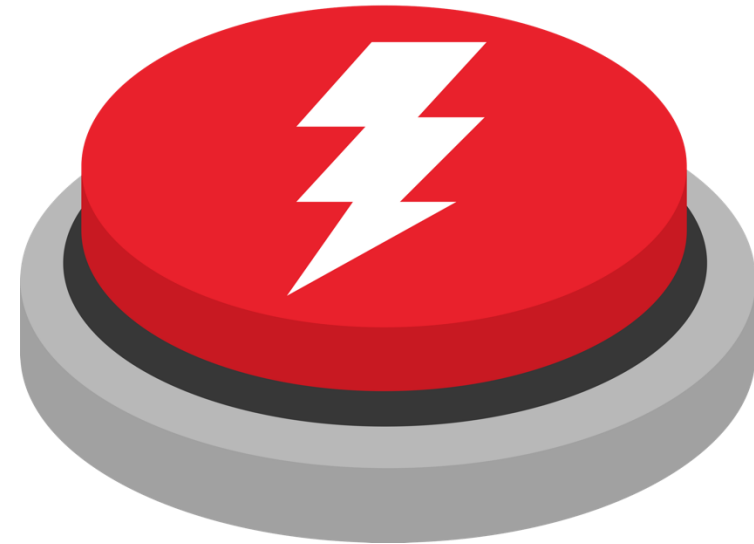
- A. Samples/how-to guides
- B. How-to videos
- C. Tips for selling
- D. Learning courses
- E. Something else (fill in)



Today's takeaways



The possibilities are endless



Fiery provides tools for success



see the difference