

How Fiery XF Delivers the Color Consistency Brands Depend On



Print consultant Richard Lerner explains how Fiery XF brings the reliable color quality that major brands rely on for success – from video game promotional materials to luxury fashion goods

CASE STUDY



Richard Lerner is a digital imaging and color management specialist with more than 30 years of experience helping global brands and creative professionals achieve greater quality, consistency, and efficiency in their workflows. His work has spanned companies including X-Rite, L'Oréal Paris, Tory Burch and Rockstar Games, as well as a long-standing collaboration with the artist Christopher Wool.



The challenge of turning vision into reality

Richard Lerner has been a digital imaging and color management consultant for more than 30 years.

While advising a CAD/CAM software company serving the textile and apparel printing industry early in his career, Lerner came across a fundamental problem in digital printing: how could digital printers recreate the exact colors that their product designers intended?

It was at BESTColor, a German developer of RIP and color management software, where he found the answer. Following an acquisition by EFI, BESTColor's RIP technology became the foundation for Fiery XF – the award-winning RIP, workflow, and color management software for large format printing that bridges the gap between design and output.

"I learned very early on as a consultant across digital print companies that the right RIP software – like Fiery XF – is vital to help organizations improve color accuracy, streamline production, and achieve predictable, consistent print results," he explains.

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Delivering color accuracy in prepress and press processes

While consulting for color management technology company X-Rite, Lerner found that the capabilities of Fiery XF were well-suited to help his customers improve color accuracy and consistency in both prepress and design environments.

"A significant part of what I did with X-Rite's customers was fingerprinting printing presses and creating ICC profiles, so prepress teams could create proofs that accurately predicted what the press would produce. This helped printers and brands achieve the consistent, repeatable color they needed while reducing costly trial and error," he says.

"One project that stands out involved a manufacturer of high-end watches," he explains. "The level of detail in the product photography required 600-line screening, so achieving an accurate contract proof was particularly challenging. It took careful calibration and profiling, but we were able to produce proofs that matched the final printed pieces exceptionally well."

The right RIP software was essential to delivering that consistency, Lerner discovered.

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Helping Rockstar Games deliver visual consistency across continents

Through his consulting work, Lerner also discovered that the right RIP could help solve a related issue for color-sensitive brands: achieving consistent color results across different production locations.

"Rockstar Games is a good example – they have very clear branding and color requirements, especially for promotional materials," he explains. "A major thing I advised them to do was to bring proofing in-house. At the time, they relied entirely on the proofing departments within their print providers, which meant multiple rounds of revisions. We installed a printer in their New York location and implemented Fiery XF as a proof-of-concept. Once they saw that it worked, we rolled it out to multiple users across the organization," he says.

From there, Fiery XF could help them see what their files actually looked like in print – and make sure that London, New York City, and Toronto all produced the same colors.

"We tightened up the workflow with Fiery XF to create a contract proof, and with the right processes and tools in place, their designers could evaluate files, make any necessary color adjustments, and produce certified contract proofs across their different locations with confidence."

Why the right RIP should make your life easier

While many print providers know the image on the screen and the final product might end up looking different, Lerner has found that what isn't common knowledge is how easily an advanced RIP like Fiery XF can solve this problem – while saving both time and wasted materials.

For smaller print shops with less free time or newer operators without much color management expertise, the learning curve involved with color management can seem daunting. Some operators might even manually adjust colors in Photoshop to achieve the desired printed result rather than addressing the issue through learning the capabilities of the RIP.

For Lerner, his advice was always simple: let the RIP do what it does best.

"For many of my clients, we would often just install Fiery XF and let the RIP do what it was designed to do. The philosophy is simple: Keep your files accurate. Don't bend your files for color. Let the RIP's excellent color management software handle the color conversion for each printing condition. That way, the same file can produce consistent, predictable color no matter where or how it's printed."

How Fiery XF became Lerner's go-to color management solution

Whether it's reproducing the precise color shades intended by designers, or delivering consistent color workflows that allow teams in different locations to produce the same brand-critical visual materials, Lerner has found Fiery XF to be a gateway to success.

"Fiery XF is the platform I use most often," he explains. "It's flexible, user-friendly, and capable of delivering the results my clients need without requiring unnecessary complexity. For me, Fiery XF is the platform that makes getting accurate color and reliable contract proofing possible. All of the essential tools are built in, including Color Verifier and Color Profiler Suite. Once the verification module is in place, everything works together seamlessly."

"One of the biggest advantages of Fiery XF is its automation," he adds. "I can specify how long a proof should dry before it's measured, and with an Epson printer, for example, which has a profiling mechanism and an inline spectrophotometer, the entire verification process is automatic. The proof prints, waits for the specified drying time, and is automatically measured without manual intervention."

"It enables a highly accurate color workflow that's also very easy to use. With the RIP and inline measurement instruments, much of the process is now hands-free, allowing operators to spend more time on higher-value work instead of routine measurements," Lerner says.

Through multiple decades of consulting work, Lerner has helped print teams at dozens of companies learn the value of Fiery XF. Whether it's the ease of use for new operators, or the consistency that enables the same colors to be faithfully reproduced a continent away, Fiery XF has helped scores of his customers achieve the color quality they need to succeed.

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About Fiery:

Fiery is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading software and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices.

Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners.

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