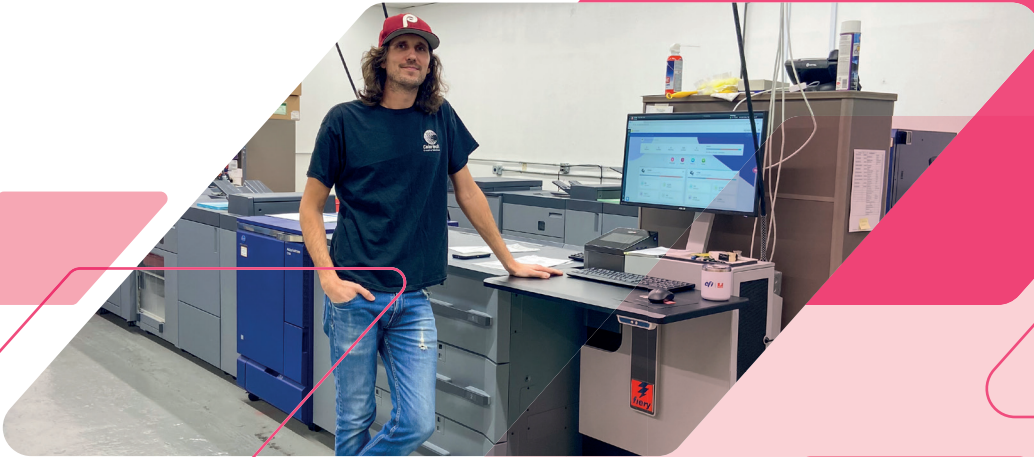# Founded on color, Colortech uses 21st century technology to continue their traditions

Colortech has a growing digital shop that includes two Konica Minolta color digital presses powered by a Fiery® IC-319 (C12000) and a Fiery IC-318L (C7100). With their background in color and a reputation for quality, it was very important to them to maintain consistent, accurate colour across both of their Konica Minolta presses. To do that with a small team, they needed an efficient process.

Their Konica Minolta dealer enlisted Fiery Professional Services to help them develop the solution they needed. Before that, Nick Fay, Digital Manager at Colortech says, "Because of some color consistency challenges reported from our inline measurement instruments; we needed to reject a lot of prints. Plus, we were spending way too much time staring at sheets and making manual adjustments in order to maintain color consistency."

Automating color consistency

Fay explains, "We have a lot of high-end customers who really care about print quality and their branding, color consistency, and hitting PANTONE® colors. They come to us because we really focus on color and quality, and we've invested in maintaining that."

He explains that Colortech invested heavily to mitigate environmental impacts that were affecting the color consistency of their prints. They built a special digital print room to extract dust and dirt. A dedicated HVAC and humidifier/dehumidifier controlled other variables. Fay explains, "If the temperature drops 15 degrees and the humidity rises 10%, you can't print the same job you printed yesterday with all the curve tweaks in the world. Then we implemented Fiery products to support that goal in a way that we could easily replicate jobs and colors."

The Fiery Professional Services team went onsite and used their Fiery Color Profiler Suite to create two custom output profiles for each device using the same stock. They then used Fiery ColorGuard™ to create four benchmark verifications, and scheduled daily verifications for 6:15 am every morning. Because two different engine types of different ages will drift over time at different rates, this allows Colortech to control that variable as well.

Fay notes, "Setting that benchmark for colour every single day has really allowed us to know that we can replicate what we did yesterday. Because, in ColorGuard, we're able

> *"We have a lot of customers who really care about print quality and their branding, color consistency, and hitting PANTONE® colors."*
>
> **Nick Fay, Colortech Digital Manager**

to confirm that our engines are stable." He continues, "We have both engines set up on a schedule to run verifications every morning before we even arrive at the office. We only recalibrate when an engine fails its benchmark verification to bring it back to the desired state. The inline measurement instrument makes recalibration easy too. It's basically an automated 30-second process that just takes one click."

He explains the importance of verifying to a benchmark this way, "Your consumables are always going to differ. Benchmark verification gives you tolerances you can hit. Getting there would take you a lot longer without these tools."

In addition, Nick can check color performance in ColorGuard. The Dashboard gives him stats on verification schedules including passes and fails, and History & Trends graphs the results of their daily verifications so that they can analyze their color results over time.

Increasing freedom, saving time and money

Fay says, "I think of ColorGuard as an insurance policy. By using it, we're saving time, doing fewer test prints, proofs, and color curve edits, and don't have to stop production to calibrate during the day." He estimates that this easily saves them 20 minutes for each operator and each machine per day.

He also notes that ColorGuard gives Colortech the flexibility to run jobs on either press or multiple media on different jobs for the same customer. "It really allows us the freedom to move things around. Everything matches better, no matter what the media or the press." It also makes it easy to match output from their offset press. "Fiery products also help us get the quality everybody used to claim you could only produce with offset."

Colortech's inhouse photo studio.

COLORTECH INC. CREATIVE SOLUTIONS

Founded in 1980, Colortech is a third-generation printing company in Lebanon, PA, USA. Initially a graphic arts trade shop handling prepress colour separations and plate prep work, the company eventually added more prepress capabilities and print services. Today, Colortech offers full creative services for graphic and web design, marketing, promotional items, photography, and video to customers in food, publishing, manufacturing, pharmaceutical, and transportation industries — along with printing, mailing, and fulfilment.

232 South Ninth Street, Lebanon PA 17042
+1. 717.273.8107
www.colortechinc.com

Using advanced technology to stay competitive

Nick is enthusiastic about the Fiery tools Colortech uses, "The company transitioned well into the twenty-first century in printing and maintained our focus on the quality of the prints that we're producing. To keep ourselves competitive, we're really trying to stay on the cutting edge of the technology that's out there."

He lists some of the ones he uses a lot, "I love the Fiery Graphic Arts Pro Package. Having Fiery Spot Pro on the workstation, instead of having to launch another application, really helps. When you're making micro adjustments, running a sheet, and checking — it really makes it easier to go back and forth."

"Using Fiery Image Enhance Visual Editor we can isolate just

"Setting that benchmark for color every single day has really allowed us to know that we can replicate what we did yesterday because we can confirm that our engines are stable."

Nick Fay, Colortech Digital Manager

one photo and correct it without blowing everything else out of the water, or alternatively, balance everything out."

"We've just started to use Fiery JobFlow™ for prepress automation. I really want to get into the workflows to create even more consistency, instead of setting up job properties on every job. It also gives me more control from a management point of view."

He notes that he's found Fiery products very user friendly and easy to navigate. He's also used the Fiery Friday videos to learn new things about how to use the tools. Along with Fiery Command WorkStation®, he says the tools Colortech uses have improved their digital department. "The more Fiery products I learn to use, the easier my job gets. And we can produce higher quality work more efficiently."

Owners Pat Sullivan, Austin Sullivan, and Rick Sullivan — three generations of caring about quality.

"*Fiery products help us get the quality everybody used to claim you could only produce with offset.*"

Nick Fay, Colortech Digital Manager

Fiery, LLC is a leading provider of digital front ends (DFEs) and workflow solutions for industrial and graphic arts print industries. With over 2 million DFEs sold globally, our innovative software and cloud-based technologies deliver stunning color and exceptional print quality on a broad range of production printing devices. Our customer base includes commercial print, packaging, signs and display graphics, ceramics, building materials, textiles and other specialty applications. With over 30 years of excellent support and service, Fiery has built an unmatched community of customers and partners.