

a new quality...

Staccato® screening and closed loop color

Staccato® Screening

While stochastic screening was introduced in the printing industry in 1968, it did not become a reliable method of screening for web press tolerances until the advent of computer-to-plate technology in the late 1990s. In 2001, CREO Systems introduced a second order 20-micron stochastic dot (equivalent to 340 lpi), and Catalogs America began offering this screening method in early 2002. As one of the first beta sites for Staccato® screening nationwide, we continue our commitment to advancing this remarkable technology.

The latest Kodak version of stochastic screening for high-speed web presses brings many benefits to our customers. Since the screening is a random pattern of dots, moiré patterns are eliminated. Fine details in images are greatly enhanced and the images print much sharper overall. Color fidelity and brightness are improved as well.

At Catalogs America, we remain committed to continuous improvement in the print process for our customers. By embracing Staccato® from its infancy, we have gained and shared great experience and insight while offering an alternative to traditional print screening. Whether you choose to screen your catalog conventionally or with Staccato®, we will work to ensure that your choice of printer was the right one.

If you would like to learn more about this process, or see side-by-side print comparisons, please contact your Catalogs America salesperson or refer to our Staccato® specific bulletins and updates.



Closed Loop Color

Developments in press technology have led to marked improvements in color quality and consistency on high-speed web presses. This technology, called "closed loop color," can help a printer control a process that is otherwise affected by many changing variables—plate and blanket wear, changes in the paper surface, inks, etc.

Closed loop color systems scan and measure a color bar on the moving web of paper, continually feeding data to the press ink control console for various compensations. In addition to maintaining consistent color quality, these systems provide a means of collecting data for statistical process control and customer quality assurance.

At Catalogs America, we have fully embraced this technology throughout our pressroom. The systems we selected, called ColorQuick from GMI Color, use a dual beam spectrophotometer to quantify and measure zoned color targets and calculate them against known values of dot gain, trap, and print contrast on a given press. The resultant data instructions are used by press operators to meet and stay within the color targets quickly and efficiently.

Our customer base has benefited in many ways since we have added the ColorQuick Systems. Improved color accuracy and consistency as well as reduced paper consumption have been achieved. Comprehensive colorimetric data reporting from pressruns has allowed for print summaries noting color accuracy throughout the pressrun. Indeed, printing "by the numbers" has allowed us to deliver better quality jobs overall.

If you would like to learn more about the process, or receive a copy of a sample pressrun data report, please contact your Catalogs America salesperson.



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