



WHITE PAPER

ARTWORK MANAGEMENT

Print Management and Colour Consistency

INTRODUCTION

This paper looks at the benefits of centralizing print management in order to obtain colour consistency across different packaging materials.

Seeing your beautifully-designed packaging on the shelf with faded or inconsistent colouring can be frustrating and costly. All the hard work in defining/protecting your colour brand is lost without a proper print and consistency management.

HOW CAN YOU MANAGE YOUR PRINT RESULTS?

In order to obtain controlled print results, DSN offers a centralized reprographics solution. It means that all artwork is converted into print ready files by DSN, dismissing any file manipulation from the print. The reprographics are centralized which allows us to guarantee brand consistency across different printers and packaging materials.

HOW CAN YOU PREDICT PRINT RESULTS?

The client will receive a digital proof with full print predictability, simulating the effects of the substrate on the design. At this stage the client can still make edits and suggestions to the design. The files then are fine-tuned to ensure complete satisfaction. Prior to any printing the client may see how the finished product will look.

HOW CAN YOU ENSURE BRAND CONSISTENCY?

In the reprographics stage, artwork is converted into print-ready files taking into account the type of printing, the specifications of that printer and the substrate. In this stage DSN adapt the files to match the client's expectations.

CONCLUSION

Using meticulous attention to detail and state of the art technology, DSN is absolutely determined to achieve brand consistency across a variety of printers, types of printing and packaging materials.

PRINT MANAGEMENT AND COLOUR CONSISTENCY

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