

ROTOLITO CMS (12647-2)



ROTOLITO LOMBARDA
PROFESSIONISTI PER PASSIONE

Milano, 23° november 2009



The Company

- *Year of Establishment*
 - *Rotolito was founded in 1976 as a company that specialised in the printing and binding of comic strips*
- *Location*
 - *The HQ is in Pioltello, Milan, Italy*
 - *The company now consist of 5 different plants*
- *Key sites*
 - *Sheet fed & 1,2 colour web (Pioltello)*
 - *4&5 colour web & paper warehouse (Cernusco)*
 - *2 Colour gravure (Nova Milanese)*
 - *Bindery (Bergamo)*

RTL NUMBERS

- Year 2007 Turnover > 115 mil. €
- Year 2008 Turnover > 120 mil. €
- Investments made from 1998 > 190 mil. €
- Employees : 350
- Production : > 940 mil cps/year
 - ✓ > 4.2 mil cps/day
- Paper consumption : 105 mil. Kilos/year
 - ✓ > 480.000 kilos/day
- Plates : 160.000 plates/year
 - ✓ > 750 plates/day
- Inks : 1.548.000 kilos/year
 - ✓ > 7.000 kilos/day

RTL - Plant List

- *Pre-Press dept.*
 - 2 Creo Magnus VLT full automatic lines
 - 2 Creo Trendsetter VLF full automatic lines
- *Sheet fed dept.*
 - 7 KBA presses 4&5 colour (2Ra105, 3Ra142, 2Ra162)
 - 1 UV varnish line + 1 dry lamination line
- *Book dept.*
 - 5 Timsons web presses (1&2 colour)
 - 1 KBA C618 variable folder (2+2 colour)
- *Web Offset 4&5 colour Dept.*
 - 2 Mitsubishi 48p
 - 1 Lithoman 48p
 - 2 Lithoman 64p
 - 1 KBA 618 48p variable folder
 - 1 KBA 818 72p variable folder

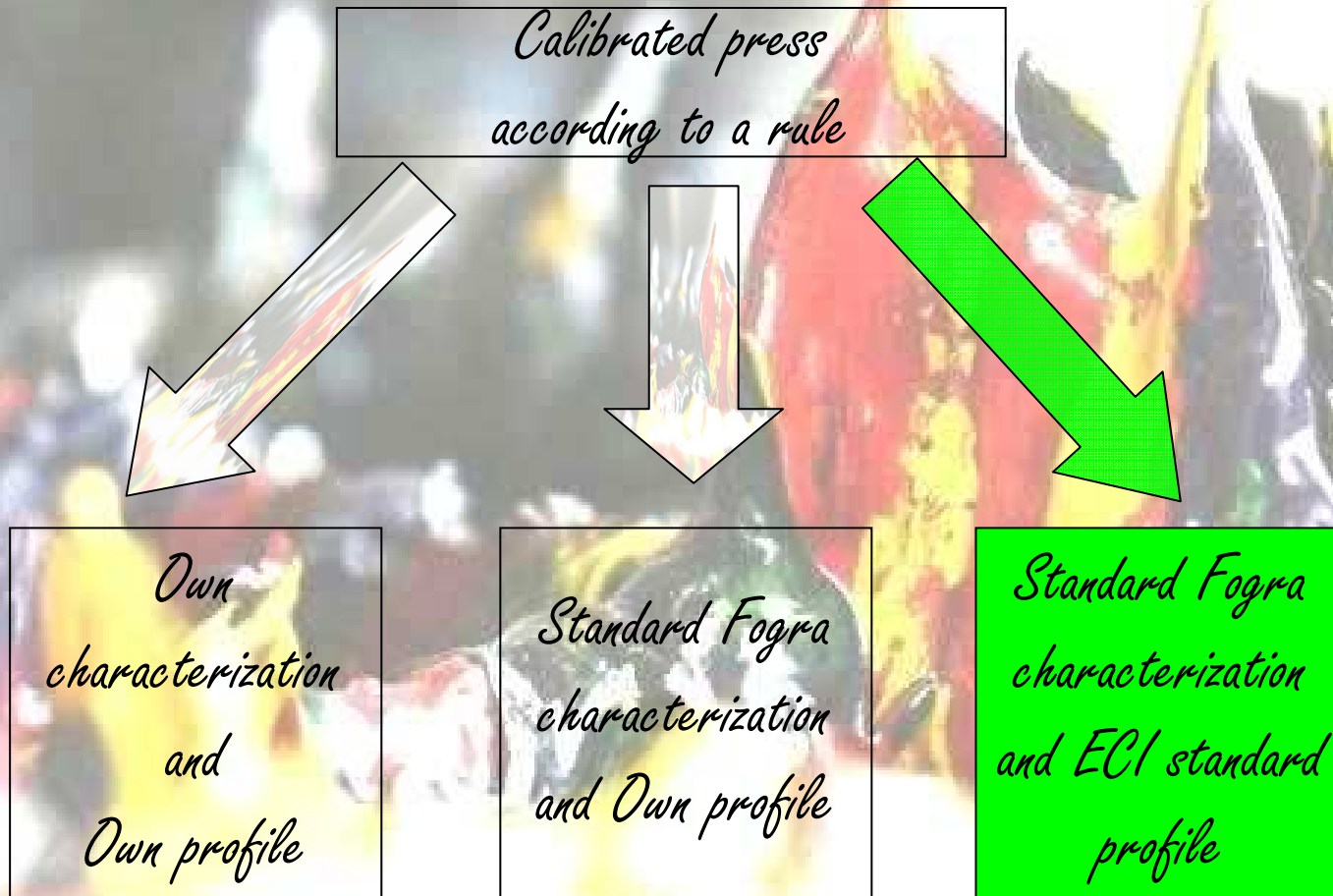
Introduction

- *The appointed colour management and its consequent print on specific support is crucial and quite often subject for discussion with the client*
 - ✓ *Printer's Fault ?*
 - ✓ *Repro's Fault ?*

Strategy 2005-2010

- *New markets, new products, high quality*
- *Implementing a CMS in the company*
- *Appointing the person in charge to run the CMS workflow*
- *Bringing in a culture for colour management inside the company*
- *Making the client aware of principles of CMS*
- *Process Certification (12647-2 CERT(print))*
- *Integrating the process certification into the Quality System
ISO9001*

Which Way to Go ?



Rotolito's Choice

- *Monthly Press Maintenance*
- *CTP Weekly surveillance*
- *Keeping under control Lab and dot gain
(Techkon spectrodrive expresso)*
- *Standardization*
- *Charatterization by using Fogra
target (39L, 46L 47L,...)*
- *Using ICC Standard profiles*
- *Repourposing (Color Server GMG)*

Profiles & Characterizations

- We saw fit to :
 - Putting together presses by size
 - Sorting stock by type
 - Selecting a reference press
 - Setting plates curves by homogeneous size and stock type

Philosophy & "ISO" Organization



Repourposing

- *When ?*
 - *Whenever the client's colour proof are not up to standard or not matching Rotolito's colour proofs (approved by MW reading)*
 - *Whenever the difference between colour proof and digital files is big*
- *Why ?*
 - *To ensure a good result in line with the client's colour proofs starting from a wrong file*
 - *To convert the original files to avoid extra charges and reduce compromises during the printing process.*
- *How ?*
 - *By asking the client to print a colour target with the same device used to print the colour proofs*
 - *By checking with spectrofotometer the colour target and achieve a result to stick to when converting the original files*

Colour Manager

- 1) *We can offer our clients a service that can meet all their needs*
 - *Does the client make use of a reprohouse?*
 - *If yes, we ask the client to get us in touch with the repro..*
 - *If No, trying to figure out if they have enough knowledge to understand CM*
 - *Providing the client's repro with the correct profile basing on the selected paper*
 - *Carring out print tests on special paper stock*
 - *Adressing the client to a repro which is a partner of Rotolito in order to get a good result in terms of colour matching.*
- 2) *Making the client understand that knowing in advance what the end result will be is a key factor to improve the quality.*
- 3) *Preparing the iconographic part of a job in view of how and where this will print means printing a job whose colours match those approved on the colour proofs*

Sharing principles with the client

- Standardization enable the client to select the printer even when the digital material has been made already thanks to a wide range of printers that are able to reproduce such colour space
- Standardization enable the client to get the required profiles all over the world on internet
- The standardization ensures a colour matching result close to 90% of the colour proof supplied
- The standardization ensures fast make ready, homogeneity and colour stability during the print
- The standardization will enable us to evaluate any prospective claims basing on rules approved by top organization of the print business

What to ask

- *Digital Files : PDF/X-1a:2001 (as described in ISO 15930-1)*
 - *All fonts must be included*
 - *All images must be included*
 - *All elements must be in CMYK mode, half tone or plain tint.*
 - *RGB or Lab not suitable*
 - *The output intent must be mentioned/specified*
 - *The file format must be PDF 1.3*
- *Colour Proofs*
 - *Printed by using the correct simulation profile (paper and printing technology)*
 - *The MW scale must be on each proof..*

Targets Achieved

- *Training of printer, principles of basic colorimetric*
- *Each printer now knows he can hit the colour proofs supplied by the client following basic procedures (Iso9001 & 12647-2)*
- *Levelling the working method, each printer follows a manual for the make ready and production time basing on machine, stock paper and ink*
- *Less time and less paper wastage*
- *Setting up a calibration centre and regular check for printed samples*
- *Reducing claims of non conformity related to tone of colour*

Target achieved

- *Trials for clients being also used to doublecheck internal calibrations*
- *Thanks to the enduring contact with the client's repro the colour manager has gained skills and knowhow, and he is involved in graphic work.*
- *The client's repro have shared our principles and agreed on submitting to the final customer colour proofs which were printed by coherent simulation to the output intent (paper & technologies)*
- *Now more than ever clients ask for management consultancy when it is time to start new projects or try new stock*



*Thank you
for your attention*