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Guía Buenas Practicas ISO 12647


2nd International Expert Meeting
23. – 24. November, Milano 09




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AGENDA

- Idea
- Content
- Objectives
- Number of downloads




2nd European Expert Meeting Milano, 23. – 24. November 09




- **Idea**
 - Awareness of ISO 12647 still not so high in Spain
 - ISO Norm 12647 is written to scientific
 - Little written information about ISO 12647 available in Spanish
 - Need to draw up information about ISO 12647 in Spanish in a nice and easy to understand way for printers



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- **Content**
 - Why standardization?
 - Content of the Norm
 - Paper, Inks, Screening
 - Values TVI and Colour with Tolerances
 - Light Conditions
 - Measurement Tools





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- **Content**
 - Considerations to consider in the daily use of ISO
 - Steps of ISO-Implementation
 - Benefits for the printers
 - Certification of ISO 12647 from AIDO

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- **Objectives**
 - Promoting the standard ISO 12647 in Spain and other Spanish-speaking countries
 - Make the ISO 12647 more comprehensive for the printers and other end users.
 - Easy to understand the benefits and the application of the standardization for printers
 - Make easy the steps to adopt the ISO 12647 in the printing houses.

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- **Booklet downloadable at www.gestiondecolor.com**

- 380 downloads until now
- Download possible since the 9th of October 2009
- Download mostly from printers, designers and Printing Institutes in Spain (65%) but also from Latin-America (35%)

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Thank you for your attention.

aagg@aido.es

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