

AGENDA

2nd European Expert Meeting

International Standards in Print Production ISO 12647 – application, coordination, cooperation and support in Europe

Printing Standard Network www.printing-standard.net

23-24 November 2009, Milano (I)

Venue:

Hotel Touring, Milan, Via Ugo Tarchetti 2

Tel.: +39 02 63351 <http://www.milano-hotel-touring.com>

Short presentations (timeframe 10 minutes max., shorter is better). Short presentations refer to the main points of agenda and will be followed by comments and discussion of the experts.

Monday, November 23, 2009 | 14.00 h – 20.00 h

1. **Print Standardization in Europe – a strategic issue** (10 min)
"Welcome - Introduction"
*Piero Capodieci, President Assografici
Emilio Gerboni, Hon. President, TAGA Italia
Beatrice Klose, Intergraf*

2. **Printing Standards Development – ISO TC 130**
(a) Information on current ISO TC 130 standards work (ISO 12647): (30 min)
Systematic revision of ISO 12647 series - ISO TC 130 Meetings (05/2009 Ft. Worth, 09/2009 Beijing etc.)
Proposal for modified, updated standard series – executive summary

(b) Requirements: Certification to ISO 12647-2 *Wilco de Groot www.igt.nl
Karl Michael Meinecke*

(c) Short Information on further ISO TC 130 standards under development: (10 min)
[ISO/PRF 13655](#) Spectral measurement and colorimetric computation for graphic arts images
[ISO/DIS 15076-1](#) Image technology colour management - Architecture, profile format and data structure – Part 1: Based on ICC.1:2004-10
[ISO/DIS 16612-2](#) Variable data exchange - Part 2: Using PDF/X-4 and PDF/X-5 (PDF/VT-1 and PDF/VT-2)

3. **Paper properties and standardized printing** (45 min)
Intro: Modified approach to paper categorisation (ISO 12647ff) *Karl M Meinecke www.bvdm.org*
Intro: Papermakers Color Management Agenda *Luc Lanat (Paperdam Working Group)*

Paper properties: information required for standardized printing -
A dialogue of print and paper experts (CEPI, ISO TC 6, ISO TC 130)
Moderation: Luc Lanat et al

- 15.40 – 16.00 Coffee break**

4. **Updated and new standard applications (examples):** (50 min)
(a) New offset characterization data and profiles (bvdm/ECI/Fogra) according to ISO 12647-2
"Offset 2009" sheetfed and web offset "ECI/bvdm Gray Control Strip edition 2009"
Florian Süßl, www.eci.org www.bvdm.org
(b) Standard Offset Printing – sheet fed offset, packaging *Eros Marini, Pozzoli Spa*
Standard Offset Printing – web offset, magazine *Luca Nesi, Rotolito Lombarda*
(c) New gravure characterization data and profiles (bvdm/ECI/ERA/Fogra) according to ISO 12647-4
"Gravure 2009 – PSR V2" Introduction to PSR V2 *George Battrick, ERA*

(d) Standardized Flexo Printing (ISO 12647-6 and beyond) *Stefano d'Andrea (Assografici - ATIF)*

5. **Tools for data preview, workflow and output control (45 min)**
 "Standard data format for print production: PDF/X-4, ISO/DIS 15930-7 - Transparencies"
 "Ghent PDF Workgroup, PDFXready: standard applications, tools for workflow control"
Florian Süßl, K-M Meinecke, Menno Mooij
Ghent PDF Working Group www.gwg.org
6. **Publications: manuals, application kits, tools (examples): (15 min)**
 Guía Buenas Practicas ISO12647 www.aido.es *Markus Johannes Müller www.aido.es*
 ProcessStandard Offset 2010 international edition *Karl Michael Meinecke*
 Altona Test Suite Application Kit (Edition 2009/2010) www.altonatestsuite.com
 Visual PRINT Reference *René Theiler, VSD www.vsd.ch*
7. **Discussion of experts, proposals, Q&A (30 min)**
 Open discussion on presented topics moderated by *Alessandro Beltrami*

End of first conference day (18.45 h)

Cocktail reception - invitation of Assografici, Intergraf (19.00 – 20.00 h)

Tuesday, November 24, 2009 | 09.00 h – 14.00 h

8. **(a) www.printing-standard.net | PSN Intergraf Information network at European level (45 min)**
Information website „printing standard network“ www.printing-standard.net
Logo „printing standard network - ISO 12647 compliance“ (purpose, use)
(b) Future activities of PSN (examples) *Martina Flink, Intergraf*
open discussion with participants
9. **Short Reports on implementation of standards in Europe (examples) (45 min)**
"Introduction and implementation of standard processes in prepress and print (ISO 12647 ff)"
 Report (Italy see also 4b, 4c, 4d) *Assografici, TAGA Italia www.assografici.it*
 Italian accreditation proposal *Alessandro Beltrami www.taga.it*
 Report (Germany see also 2, 3, 4, 5 and 6) *bvdm, ECI, Fogra, Ifra*
 Report (The Netherlands) *Menno Mooij (KVG0 / CMBO)*
 Report (France) *UNIC, KEE Consultants*
 Report (Spain) *Julio Garcia-Maroto, FEIGRAF/CIT*
 Report (Switzerland, "Ugra Proof and Print Certification Tool") *Erwin Widmer, Ugra, www.ugra.ch*
 Report (UK) *Paul Sherfield, The missing Horse Consultancy*

10.30 – 11.00 Coffee break

10. **Survey: Conferences, seminars on Process Standardization 2009/2010 (examples) (15 min)**
 KEE consultants, seminars in Europe
 Process Standard Offset - first US Training Program *Elie Khoury, KEE Consultants*
 Seoul Summit 2009 ISO 12647 www.printway.co.kr *Karl Michael Meinecke*
 Print Media Production Forum 2009 www.bvdm.org
 PMPF print media production forum 2010 conference (preview) www.pmpf.de
11. **Survey: Supporting documents, Publications: basic information, tools (examples) (15 min)**
 Best Practice Guidelines Professional Image Workflows www.iga.org/digital
 Characterization data and profiles according to ISO 12647
www.fogra.org | www.eci.org | www.bvdm.org
 Media Standard Print 2009 www.bvdm.org
 ECI/bvdm Gray Control Strip www.eci.org | www.bvdm.org
12. **Final discussion of experts, feedback to presentations, Q&A (60 min)**
 Open discussion and selected topics moderated by *Alessandro Beltrami et al*

End of conference and lunch (14.00 h)
