



## Optimizing and Profiling

### Optimizing

Printing presses should be optimized quarterly.

#### Optimize

- Plate used contains various images from process dots, fine text to heavy solid images.
- Optimized plate is mounted and placed into each color station starting at print station #1.
- Press operator produces the best impression capable in print station.
- Anilox rolls, print cylinders, sticky back, ink viscosity and plate measurements are recorded for each print station.
- The impression sample with the recorded data are sent to our digital plate maker as well as our in-house pre-press department.

### Profiling

- Impression is scanned in and transferred to a custom software system.
- The software collects the press data and combines the impression measurements.
- Once the press data and the impression measurements are collected; the print station and set-up is assigned a profile.
- This profile data aids us in supplying a match print that is very close to the results we will obtain on press.

Optimizing and Profiling impact us in the two following areas:

1. Ability to furnish a match print for our customers supplied file.
2. Reduces set-up times on press by approximately 50%.