Ghent Workgroup

1 standard to rule them all

David van Driessche, Christian Blaise
Executive Director & co-chair Specifications Subcommittee,
Marketing Officer & co-chair Packaging Subcommittee

January 12, 2021

David

- Started working at Enfocus in 1996
  (Tailor, PitStop…)
- Helped to start the Ghent Workgroup in June 2002
- Co-founded Gradual Software in 2004
  (Switch)
- CTO at Four Pees from 2008
  (working with callas software, axaio software, Elpical, InSoft…)

Ghent Workgroup

Christian

- 30 years of experience in several companies and roles:
  - Gap Systems (Implementation Consultant & COO)
  - Enfocus (International Sales Account Manager)
  - Nestlé (eBusiness Project Manager & Graphic Chain Expert)
  - Société Alsacienne d'Aluminium, now AMCOR (Prepress Manager)
- Founder & Owner of bleuprocess (2007), founder & CEO of agileStreams (2018), offering consultancy in process automation & in packaging
- Teamleader Professional Services & Support at Four Pees

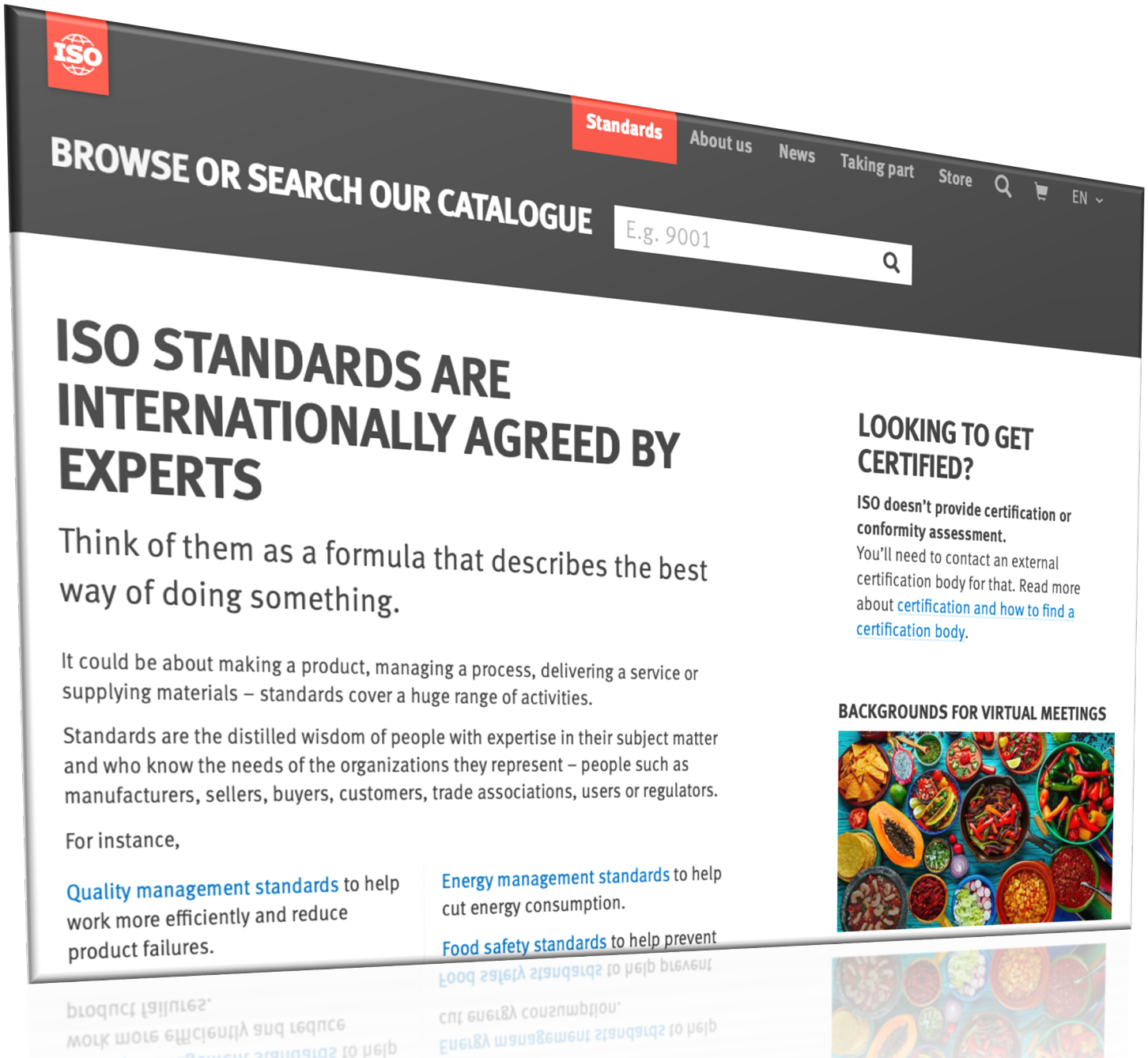
Let’s talk terminology

Standards vs. specifications

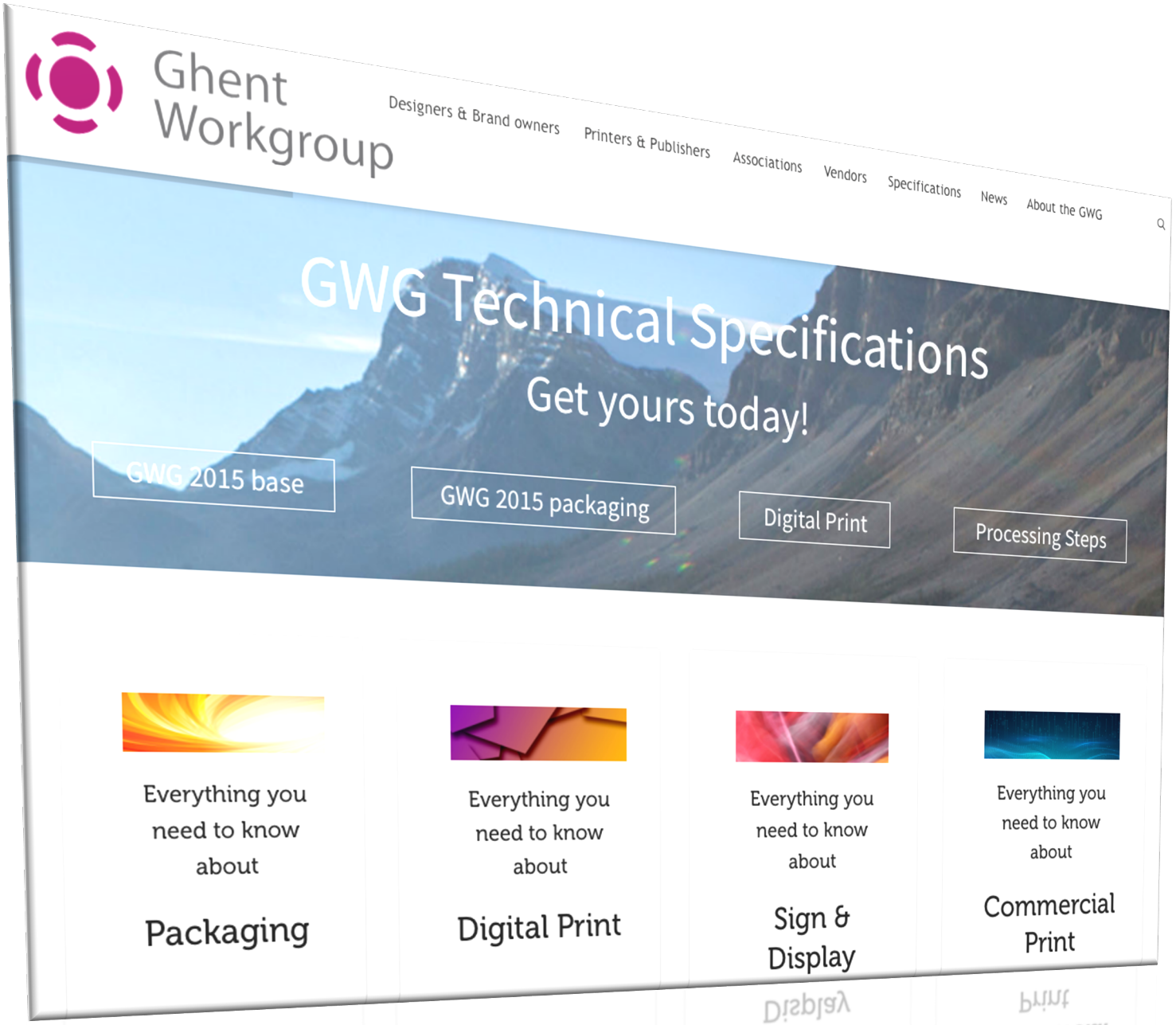
- Standard: *“a level of quality or attainment”*
- Specification: *“an act of identifying something precisely or of stating a precise requirement”*

In developing guidelines around PDF, these terms are and can be used virtually interchangeably

ISO


ISO
Standards
About us
News
Taking part
Store
EN
BROWSE OR SEARCH OUR CATALOGUE
E.g. 9001
ISO STANDARDS ARE INTERNATIONALLY AGREED BY EXPERTS
Think of them as a formula that describes the best way of doing something.
It could be about making a product, managing a process, delivering a service or supplying materials – standards cover a huge range of activities.
Standards are the distilled wisdom of people with expertise in their subject matter and who know the needs of the organizations they represent – people such as manufacturers, sellers, buyers, customers, trade associations, users or regulators.
For instance,
Quality management standards to help work more efficiently and reduce product failures.
Energy management standards to help cut energy consumption.
Food safety standards to help prevent
LOOKING TO GET CERTIFIED?
ISO doesn't provide certification or conformity assessment.
You'll need to contact an external certification body for that. Read more about certification and how to find a certification body.
BACKGROUNDS FOR VIRTUAL MEETINGS

GWG


Ghent Workgroup
Designers & Brand owners
Printers & Publishers
Associations
Vendors
Specifications
News
About the GWG
GWG Technical Specifications
Get yours today!
GWG 2015 base
GWG 2015 packaging
Digital Print
Processing Steps
Everything you need to know about
Packaging
Everything you need to know about
Digital Print
Everything you need to know about
Sign & Display
Everything you need to know about
Commercial Print

The standards

ISO 32000

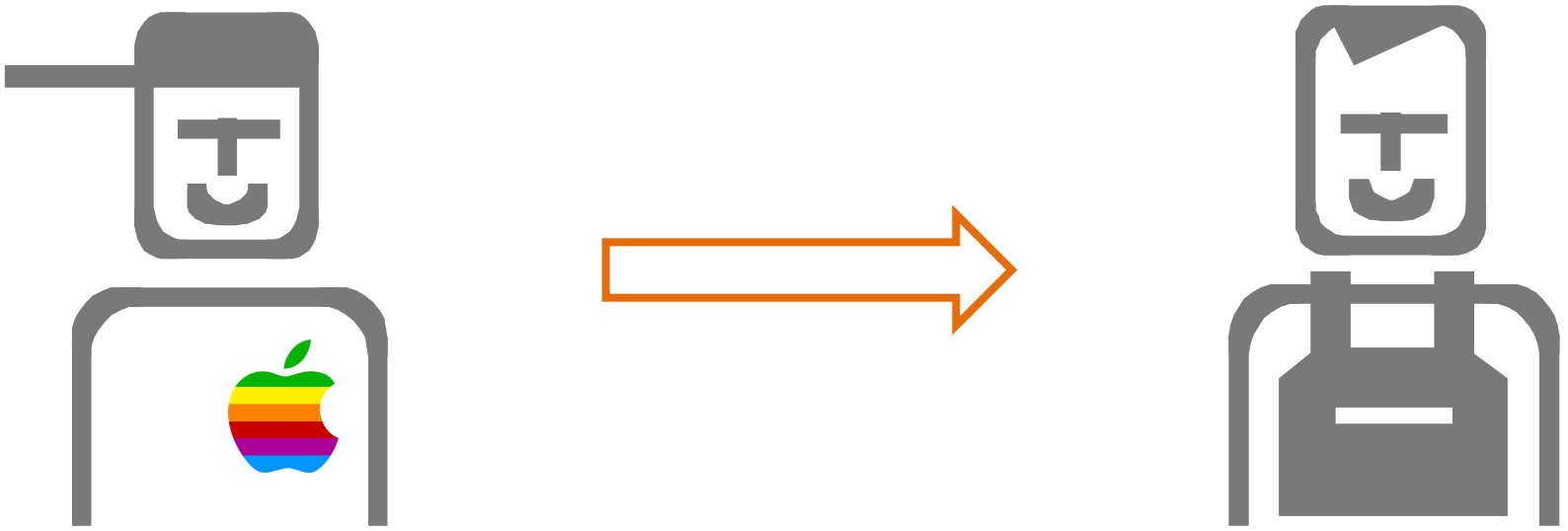
ISO®

ISO 32000 *or* PDF

- Comes in two parts:
  - 32000-1, published in July 2008
  - 32000-2, published in December 2020

PDF
PDF/X

blind eXchange



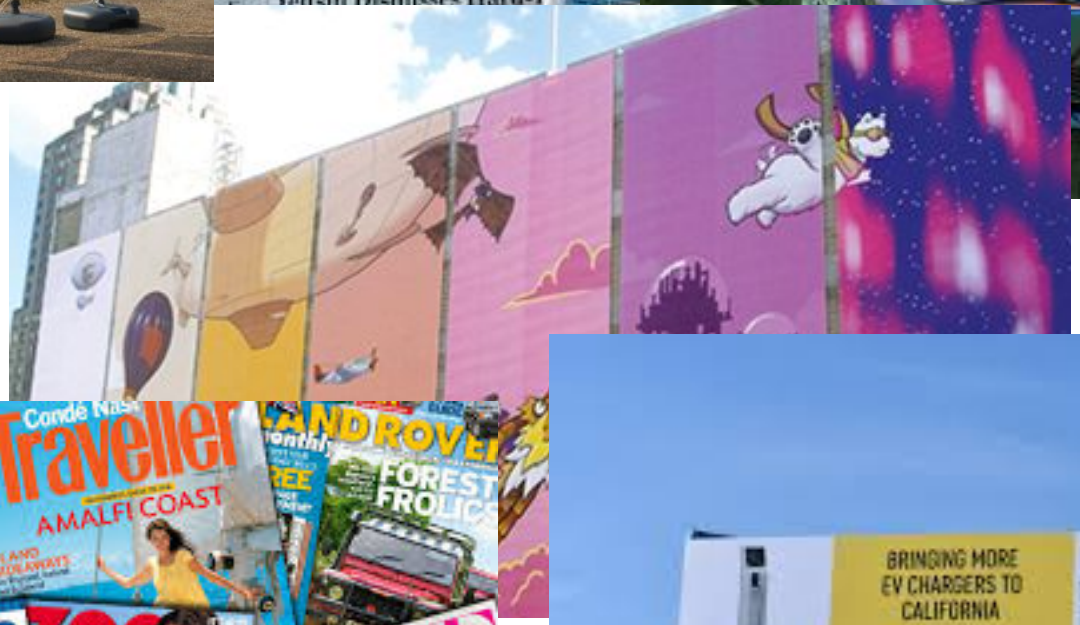
PDF/X flavors

- PDF/X-1, PDF/X-1a
- PDF/X-2
- PDF/X-3
- PDF/X-4, PDF/X-4p
- PDF/X-5g, PDF/X-5pg, PDF/X-5n
- PDF/X-6

WEST BLETCHLEY COUNCIL
www.westbletchleycouncil.gov.uk

FINANCIAL TIMES
DIE ZEIT
Tribune
Liberation

TASTE Nº
(313) 707
12197 CONANT, HAMT



Traveller
AMALFI COAST
LAND ROVER
FOREST FROLIC
WIRED
VOGUE
CENSORED
BIGGEST FASHION ISSUE EVER

BRINGING MORE EV CHARGERS TO CALIFORNIA
EDISON
BEFORE
AFTER

GWG specifications

- There is one PDF/X standard
- There are many GWG specification variants
  - Newspaper Ads
  - Magazine Ads
  - Sheetfed Offset CMYK
  - Sheetfed Offset Spot Hi-Res
  - Sheetfed Offset Spot Lo-Res
  - …

Standards in standards

Which standard to use, principles and consequences

Ghent Workgroup

www.gwg.org

Ghent Workgroup