



Ghent
Workgroup

Digital Printing

Elli Cloots & David van Driessche

Senior Product Marketing Manager, EFI & CTO, Four Pees

Vice Chair & Executive Director, Ghent Workgroup

Welcome to this webinar!

- This is a webinar: you are all muted
 - You can type questions into the GotoWebinar control panel at any time
 - We will look at your questions at the end of the webinar
- After the conclusion of the webinar series
 - All recordings will be made available on our youtube channel
 - The slides will be available on gwg.org

Your speakers for today



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David van Driessche



- 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...)

Elli Cloots



- Started working at Enfocus in 2000
- Involved in Ghent Workgroup from the start (As Technical Officer and later on as Vice Chair)
- Director Professional Services at Gradual Software
- Senior Product Marketing manager at EFI (Main focus on Fiery digital front end technology)

A short history of the GWG



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Mission Statement

To establish and disseminate
process specifications
for best practices in graphic arts workflows

Standards in standards



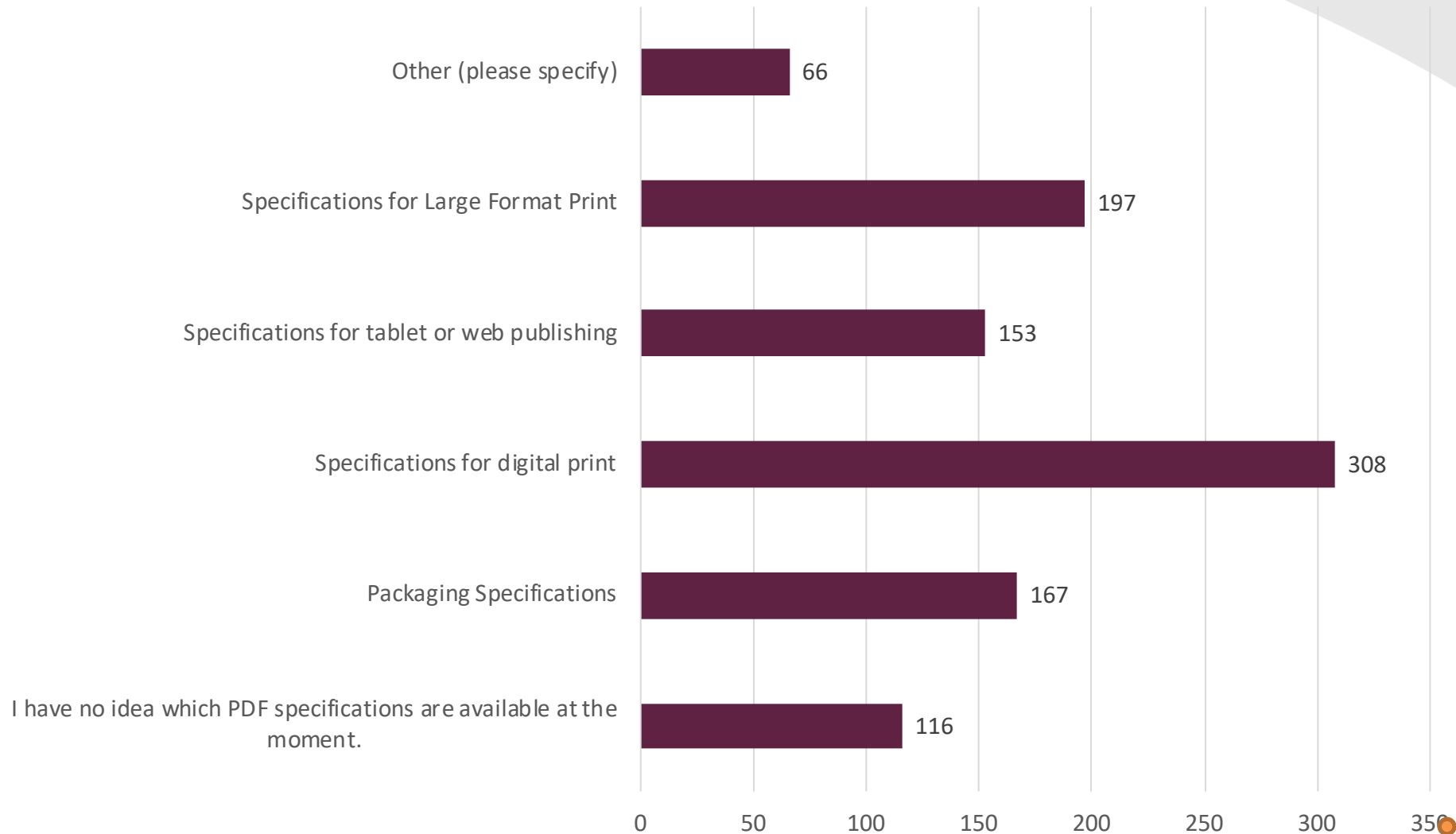
Key points for the GWG specifications

- All based on PDF/X
 - PDF/X-1a for the older specifications
 - PDF/X-4 for the current ones
- More “targeted” than PDF/X
 - PDF/X is a global graphic arts standard
 - GWG specifications come in variants
 - For market segments
 - For different use cases
 - For different printing technologies

The 2015 specification variants

- Ad exchange
 - Sheetfed offset
 - Web offset
 - Packaging variants
-
- What is missing?

Which standards are missing?



Digital printing variant



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PDF/X

- Version: PDF/X-4:2010
- Transparency support

**DROP
SHADOW**

- Fonts
 - Embedded: subset or complete
- Overall document quality

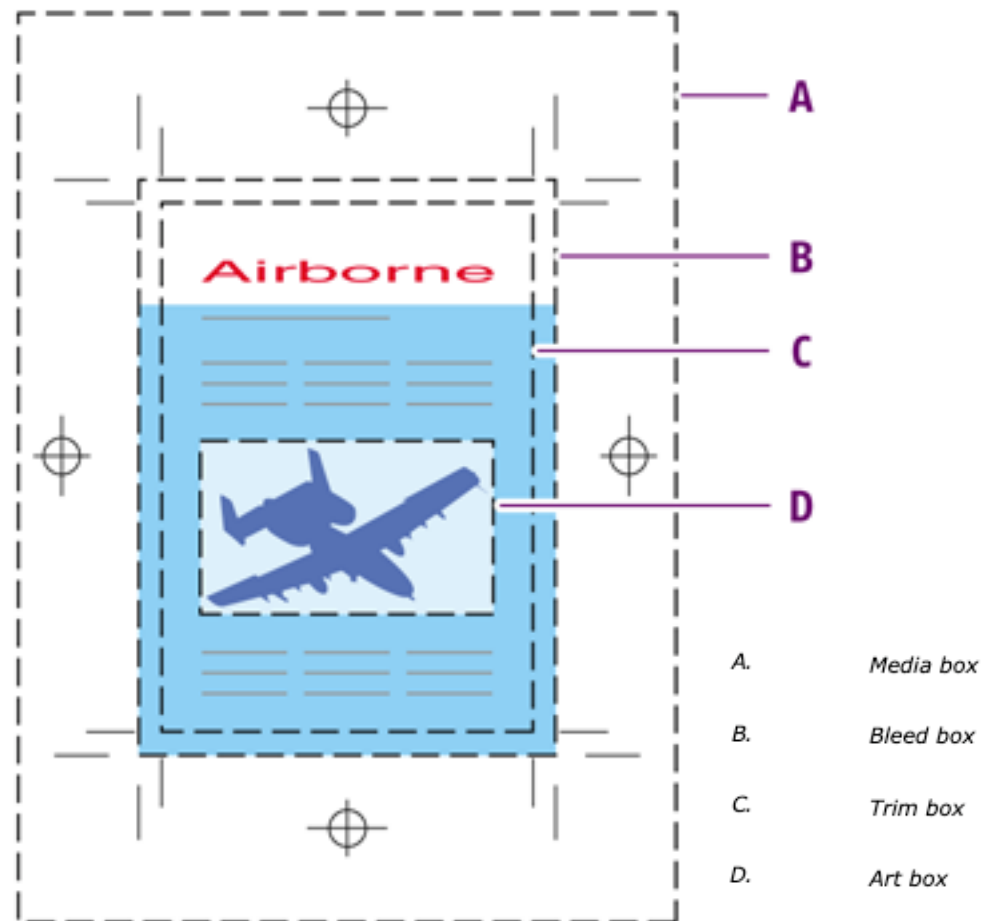
Document

Boxes

- Crop box = Media box

Page sizes

- Error if
 - Page scaling is applied
- Warning if
 - Page size differs
 - Page orientation differs



Color

Images

- Device Gray
- Device CMYK
- Calibrated RGB
- LAB
- DeviceN/Spot colors
- DeviceRGB
- ICC based / Cal Gray
- ICC based CMYK

Non-images

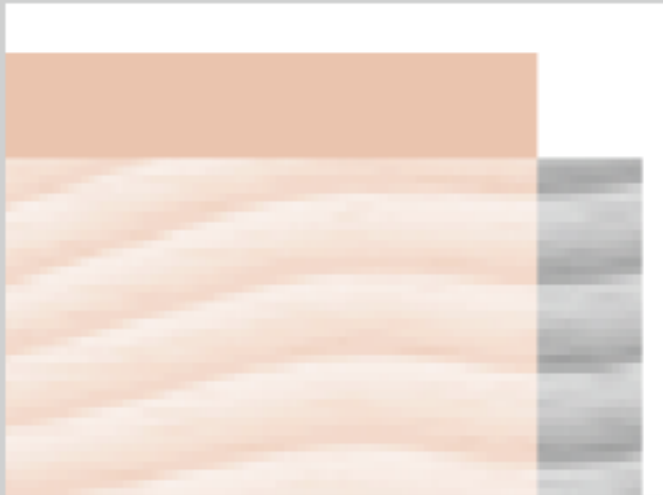
- Device Gray
- Device CMYK
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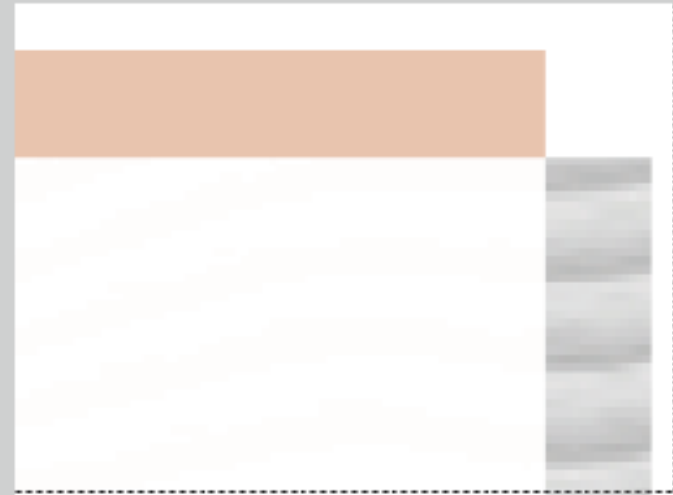
Output intent = CMYK ICC profile

Transparency

- Blend color space must be DeviceCMYK



Correct result using an ICC-based RGB transparency blend color space



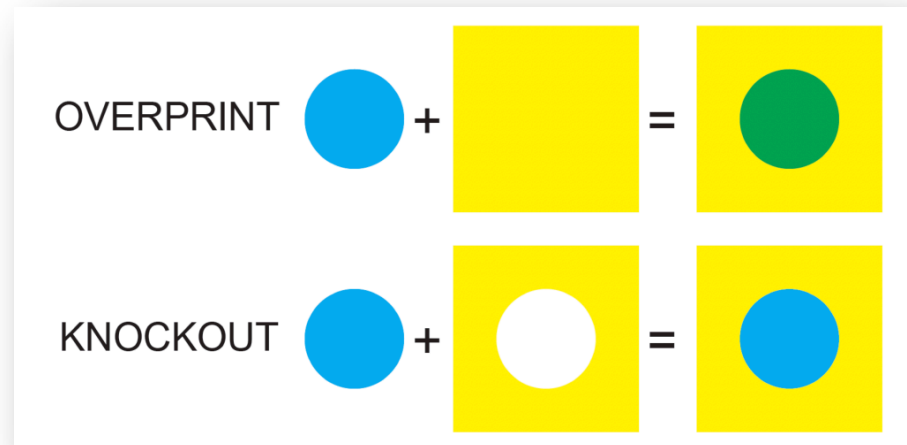
Incorrect result from changing the transparency blend color space to CMYK

Resolution

- For Grayscale and color images
 - Error below 95 ppi
 - Warning below 149 ppi
- For 1-bit images
 - Error below 349 ppi
 - Warning 599 ppi

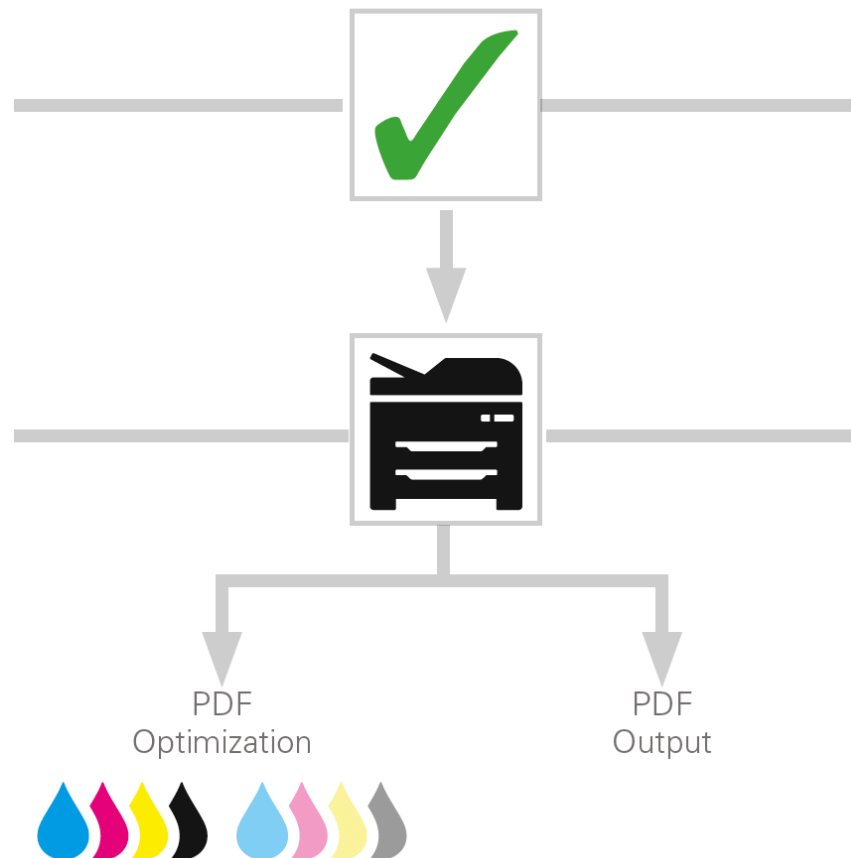
Overprint & readability

- White text and paths must not be set to overprint
- No checks on miss-registration for small black text or thin black lines & objects
- Minimum point size for
 - Text
 - Rich black text
 - Thin line width



Ink coverage

- No limitation on ink coverage
- Handled by the RIP driving the printer



Where do you go from here?



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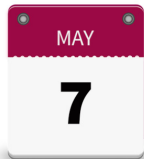
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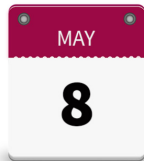
GWG website

- White papers
 - Transparency best practices
 - GWG 2015 PDF/X workflow
 - PDF file aggregation
 - PDF/VT: overview and practice
- Ghent Output suite
- Application settings

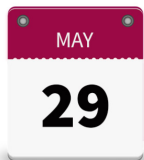
Upcoming webinars



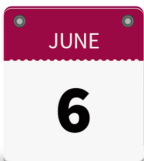
- PDF Creation & Workflow Strategies
 - Dave Zwang & Frank Vyncke



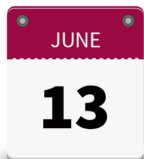
- Large Format Print
 - David van Driessche & Elli Cloots



- Packaging for brand owners
 - Christian Blaise & Lieven Plettinck



- PDF 2.0 and PDF/X-6
 - Dov Isaacs



- How to setup color management
 - Joris Verbouwe

Conclusions



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Conclusions

- Dedicated specification for digital print small format
 - Reduces number of false negatives
 - Targeted at what modern workflows can handle correctly
- Ghent Workgroup Output Suite
 - To test your workflow
- Register for the newsletter
 - To stay up to date on the latest from GWG

Feedback

- Please talk to us
 - New specification
 - We also make updates
- Please cooperate with us

Thank you! Questions?

Elli Cloots
elli.cloots@efi.com

David van Driessche
david@fourpees.com



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