

Controlling Color Quality

Many factors influence color on printed products. When you produce a printing job, you control some of the items, such as:

- Quality of originals and separations
- Paper surface, coating and color
- Ink color and density
- Register and dot gain
- Effect of varnish or coating

Your printer controls additional factors, such as:

- Ink tack
- Pressroom humidity
- Paper conditioning

Neither you nor your printer influences other factors, such as:

- Color blindness
- Light source (e.g. indoor artificial light or outdoor sunlight) for viewing printed pieces)
- Coating that yellows with age
- Inks that fade in sunlight or caused by UV

Perception of color is personal. Regardless of how hard you try, you cannot ensure that people who see your products will perceive the same color that you controlled so carefully throughout the production process.