

Let us show you our true colours!

The facts about ISO12647 colour management

By using ISO12647 clients can have total confidence in the science of our quality colour management, because our proofs can be trusted to be an accurate representation of the completed job.

- ISO12647 is the international standard for colour management specification, that only serious high quality printing organisations follow.
- Finsbury Green, an ISO12647 compliant printer, controls the complete process involved in producing the colours on paper enabling us to maintain high quality colour standards.
- To meet ISO12647 standard a company must:
 - generate certified proofs with a 'passed' sticker
 - produce certified coated and uncoated proofs for conventional and stochastic screen rulings
 - use dedicated software and spectrophotometry to verify standards
 - measure colour settings for every process on different paper types on a daily basis
 - be independently audited on a regular basis to ensure compliance is maintained.
- For the client, the variables with colour are eliminated and subjectivity is removed because the colour is measured accurately and scientifically. Colour adjustments can still be made on press if required.
- Whether the job is printed in Melbourne or Adelaide a consistent printed result is achieved.
- ISO12647 colour reproduction has more definition and contrast.
- Ensures that corporate brands and colours are consistent with much easier reprint colour matching.
- Less press approvals are required because the certified proof that we supply is on target and truly representative of the final print.
- For clients this means improved communication, improved predictability and fewer surprises, ultimately leading to greater satisfaction.