

Prinovis now offers the new PSR_V2 gravure standard

At a European Rotogravure Association (ERA) conference in late June 2009, a new milestone in gravure technology was presented: the PSR_V2 standard.

Prinovis has already implemented the standard in all five of its printing plants, putting it in a position to offer its customers several significant improvements in the manufacture of their printed products, including a larger colour space for SC papers, a neutral grey balance, more homogeneous primary-colour gradations, and a high-light representation which runs out smoothly to paper white.

The successor to the PSR_V1 standard also results in much-improved harmonisation between the colour spaces of all three paper grades (SC, LWC, LWCPlus). The creators of PSR_V2 have also managed to develop a true 'printing standard', unlike its predecessor, which was merely a 'proof standard'.

Bernhard Schmidt, (Head of Preprint at Prinovis Nuremberg) and his colleague Dr. Claudia Jahn (Head of Process at Prinovis Dresden) lead-managed the development of the new standard as heads of the European Colour Initiative's Gravure Work Group.: "The workgroup's declared goal was to develop a standard that can be printed by every printer in Europe, and we have achieved this goal. Even if gravure usually had better standards when compared with other printing techniques, it wasn't always seen as an innovation driver in the market," says Schmidt. He adds that this is now changing

"The unique thing about the new standard," explains his colleague Claudia Jahn, "is that for the first time, the complete process chain from repro through to printing was considered. This includes standardisation in order to ensure accurate colour communication from the first draft to the printed product."

Prinovis customers including IKEA and Tupperware have already switched to the new standard, Otto and Klingel will do so with the production of their main catalogues in August and September.

Press Release

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