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## The COLOUR MANAGEMENT CONTINUUM™

In today's highly demanding world of precision printing and colour management J.F. Moore has searched the Globe to bring our customers benchmarked processes that now set a new standard for Colour Management, Proofing and Printing. A joint venture spearheaded by the Management at J.F. Moore between Oris(CGS) and Heidelberg has delivered the first comprehensive closed loop process for colour management in North America. This process is the culmination of over 3 years of research and development that provides creative's with what they are looking for... Predictable colour and a press sheet that matches the proof (Oris Certified Proof) and delivers consistent and measurable results sheet to sheet. J.F. Moore Communications sets the Benchmark for delivering the most accurate colour matching in 175, 200, 250, 300, 400 line and Stochastic Screen Printing.

Working within the Heidelberg Prinect workflow, Oris and Heidelberg successfully developed custom colour management profiles in order to offer a **certification** process that ensures accurate colour management from the proof to the final printed sheet. Recently this process was tested live on a number of important Car Catalogues with outstanding results. In fact, first sheet approvals were achieved on a number of forms. Customers who's brand standards are well defined, will find working with J.F. Moore a delight, as we strive to perfect your next Digital, Multi Media(screen) or Offset printed program all under one roof. This process saves our customers valuable time and money by reducing the time to Manage Colour, Press Approvals and Make Ready sheets on press. Using *Certified Press* we can verify tone value increase (dot gain), ink uniformity and grey balance. Primary colour densities can be measured in one pass and any out of tolerance values are identified, reported on and corrected within the press run.

### G7 Master Printer

Simultaneously, J.F. Moore will become the fourth G7 Master Printer in Canada. The IDEAlliance G7 Master Program is a qualification program that identifies those creatives, pre-media and printing companies who have been trained to proof or print to G7 Neutral Print Density Curves and can meet print buyer requirements to produce proofs or printed output conforming to the metrics that reliably render brand images across print locations and different printing types. The qualification mark means that the printer uses the modern technology based on colorimetry, and employ G7 process controls. G7 Masters bear the IDEAlliance seal of approval. Attaining G7 Master status is a verifiable benchmark utilizing and perfecting ISO Standards for those organizations in creative, pre-media and print services, worldwide.

### Soft Proof

Once a neat thought and now a reality, J.F. Moore is offering customers a soft proofing process that allows monitors at the customer's site to be calibrated to the same light conditions within the press environment. Changes to the images on press can be adjusted based on the customer requirements all from the comfort of their office or home. This saves thousands of dollars on flights and valuable time for your key agency or client personnel. Soft Proof is just one more offering from J.F. Moore that provides you with an unparalleled solution in managing colour and your brand. J.F. Moore became the first printer in Canada to implement this soft proofing system.

For more information, contact your Account Manager, Dean Baxendale at 416 940-2251.



Ask how we can make your next project Green