

KL DRUCK'S COLOR MANAGEMENT GETS A BIG BOOST BY PAIRING GMG COLORSERVER WITH HP SCITEX PRINTERS



Getting colors right – with minimum hassle and cost – has long been a goal for Kürten & Lechner. Better known as KL Druck, the 112-year-old company is today one of the biggest full-service printers in Germany. It provides a broad range of offset, screen and digital printing services, making its mark by delivering high-quality output regardless of the printing method used.

Aiming for offset color

"In Germany, the offset standard of ISO Coated v2 is always the target, and we have to try to reach that, even with our screen and digital printing," says Gunther Fells, head of the digital printing department at KL Druck. "A lot of our customers don't care how their work is printed – digital, screen or offset – but they expect offset quality. Color management is really important for that. Also, we want to print campaigns across all of our different conventional and digital machines, making color management even more important."

For many years, KL Druck built its own ICC color profiles for all its digital printers, most of which are HP machines. "It was really time consuming and though

the results were good, we couldn't measure how close we were to the target," recalls Fells. "Also, we couldn't recalibrate the profiles without starting over again from scratch."

Visibly better color, in less time and cost

In 2010, looking to improve its color accuracy, consistency and quality, and reduce time and complexity, the company began working with GMG ColorServer, processing color conversions and GMG SmartProfiler, creating color profiles and printer calibrations. This brought visible color quality improvements, an easier color management workflow, and reduced ink consumption.

"From the start, I preferred the GMG solution over the competitor because GMG was much easier to use, and the workflow was simpler," says Fells.

"I didn't expect the color difference between ICC profiling and working with GMG would be so great, but when we did the first test, it was really amazing. The saturation, clean colors and contrast were unbelievable!"

At a glance

Industry sector:
Graphic Services/Printing

Business name:
KL Druck/Kürten & Lechner GmbH

Headquarters:
Germany

Web site:
www.kldruck.com

CHALLENGE

- Achieve offset-quality color with digital printing
- Produce consistent color output across multiple digital and offset/screen printers
- Reduce calibration time while improving color results
- Reduce color management complexity for operators
- Meet exacting color demands for complex train wrap job

SOLUTIONS

- HP Scitex TJ8350 and TJ8500 Printers
- HP Scitex XP5300 Printer
- HP Scitex FB7500 Printer
- HP Scitex LX600 Printer
- HP Scitex XL1500 Printer
- HP Designjet Z6200 Photo Printer
- 2 x HP Designjet 9000s Printers
- HP GMG ColorServer Suite for HP Scitex



RESULTS

Thanks to GMG ColorServer Suite for HP Scitex:

- Reduced overall ink consumption by 25 percent on HP Scitex TJ8350 Printer and by 30 percent on HP Scitex TJ8500 Printer
- Reduced color corrections from up to 10 for complex jobs, to maximum of two for any job
- Simpler, more effective color management, with easier matching of customers' color demands



Gunther Fells
Head of the Digital Printing Department, KL Druck

Easier color management with GMG and HP

In early 2011, when GMG and HP jointly launched the GMG ColorServer Suite customized for HP Scitex printers, KL Druck was one of the first companies to start using it. The GMG ColorServer Suite for HP Scitex includes the latest versions of GMG ColorServer and SmartProfiler, along with preconfigured hot folders and ready-to-use color profiles for HP Scitex printers. It provides all the benefits of GMG color management with the time savings and ease of use of customized profiles.

"With the GMG solution, it's easier to get the colors that our customers demand and, most importantly, we now have the tools to get accurate values. We can see both visually and by the numbers how close we are to the color and therefore we know exactly what we have to change.

"Using the GMG ColorServer Suite, we are getting a better color gamut on our HP Scitex machines, and it's faster to start printing each job. If a job was really complicated with gray balance, spot color and things like that, then sometimes we had to do as many as 10 different color corrections, which could take hours. Now, we have to do only one or two. This is a real timesaver for us."

Reduced ink consumption is another benefit that KL Druck has seen from its use of GMG color management with its HP Scitex printers. With the EcoSave Option

implemented in GMG SmartProfiler, the company has noted savings to date of up to 30 percent in ink usage, with no visible impact on the final output.

Rock band stars in train wrap

KL Druck's recent production of a stunning train wrap for BRINGS, one of Germany's top rock bands, is an excellent example of how the GMG solution helps the company achieve outstanding color results.

As one of the only nationally known bands that sings in Cologne's Kölsch dialect, BRINGS is a legend in KL Druck's local city. Marking its 20th anniversary celebrations, the band commissioned a train wrap from KAW, which handles the advertising on all buses and trains operated by the Cologne public transport authority (Kölner Verkehrs-Betriebe AG – KVB).

KL Druck used the GMG solution with the HP Scitex TJ8350 Printer to help ensure it could produce true-to-life skin tones, bright reds and strong blacks. Printed on SAV and clear laminated, the 220 m² (2368 ft²) train wrap took to the tracks in March 2011 and will continue running for several months.

"One of the challenges was getting the color consistent over the whole train, which we printed in a total of 48 tiles," recalls Fells. "The overlap had to be exact, with no visible color difference between any of the tiles. We found that GMG handled the color very well and it enabled us to print the very large black areas in the best way possible."

"We are using less ink now that we use the GMG ColorServer with the EcoSave Option. For example, we calculated a 30 percent ink saving on the HP Scitex TJ8500 Printer, comparing before and after GMG. I never thought it would be so much!"

— Gunther Fells, head of the Digital Printing Department, KL Druck

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