

COMMITTEE FOR GRAPHIC ARTS TECHNOLOGIES STANDARDS

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NEW TECHNICAL REPORT TO FACILITATE GREATER COMMUNICATION AMONG PACKAGING MATERIAL PRODUCERS

The second in a series of technical reports designed to facilitate communication among participants involved in designing, preparing and printing packaging materials has been developed by the ANSI-accredited Committee for Graphic Arts Technologies Standards (CGATS) Special Task Force 2 - Ink and Color Characterization for Packaging. The report, ANSI CGATS TR 012, *Graphic technology - Color reproduction and process control for packaging printing*, picks up where CGATS TR 011, *Graphic technology - Package development workflow - Design concept through approved production file* left off. CGATS TR 011 provides guidelines to bring a packaging project from concept through an approved production file. It establishes tools, recommends roles and responsibilities of participants, provides default specifications for communicating color issues, and identifies guidelines and standards that can be used to further define required parameters.

While the primary focus of CGATS TR 012 is the issue of color control and the development of representative color characterization data, it also provides a common language for communicating color problems, issues and solutions. While current customer satisfaction may ultimately be the most important of the benefits, the concepts outlined in this technical report also set the stage for further process improvements as color management and color proofing tools become more effective. The concepts outlined in this technical report are a basic requirement to tap into these powerful tools today or in the future.

NPES serves as the Secretariat of the CGATS. Copies of the report are available from the NPES Publications Department. Use the online order form: <http://www.npes.org/standards/Standards-Technical-OrderForm.pdf>, call 703/264-7200 or e-mail: orders@npes.org. For more information contact Director of Standards Mary Abbott at 703/264-7200 or e-mail mabbott@npes.org.