

# :InkSave

This sample is real proof that cost savings can be achieved while still preserving or even increasing the quality of print by the substitution of achromatic colour.

These sample images, with and without :InkSave, will convince you of the benefits of GCR (Grey Component Replacement). A simple on/off switch in the Agfa Graphics production workflow activates :Inksave which, in this case, resulted in 30% less ink consumption. Automatic operations such as print control elements and advanced overprint handling make Agfa's Graphics :InkSaving technology a new standard in printing without any worries! Even combined with high frequency screening such as Sublima 240 LPI, as used to print this sample.

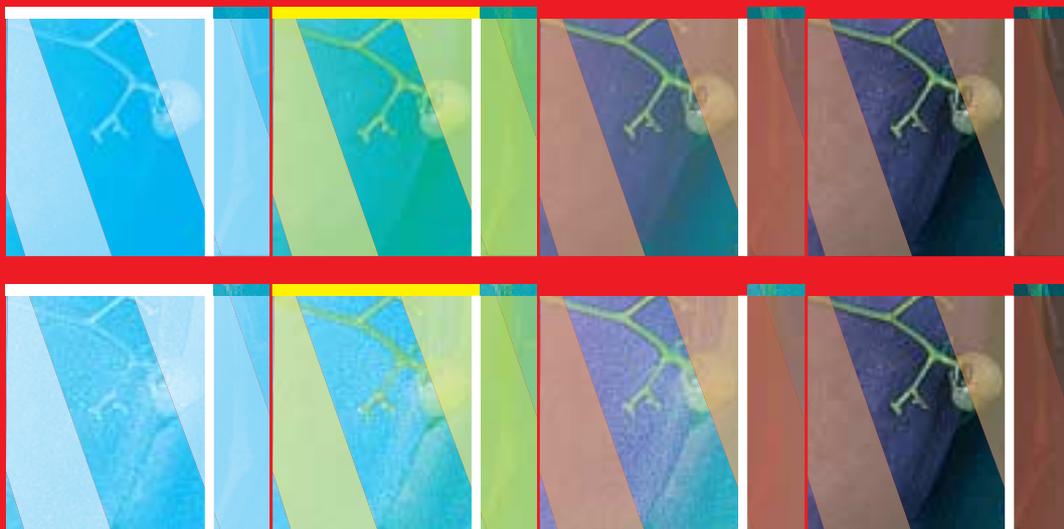


TIL 220% - 23% saving

InkSave achieved 23% less consumption of ink printing this cover page separated with the standard ISOcoatedV2. The :InkSave algorithms were applied to the text, line art elements and images on this page.



Savings on CMY ink are a great benefit to the customer, but the improvement in colour stability on the press as well as overall image quality and consistency are even more beneficial for the press room. When InkSave is applied, the grey component in images, line and text previously made up of CMY colour are replaced by K. Black (K) now becomes the key-channel in print. This results in better print stability for neutrals and near neutrals.



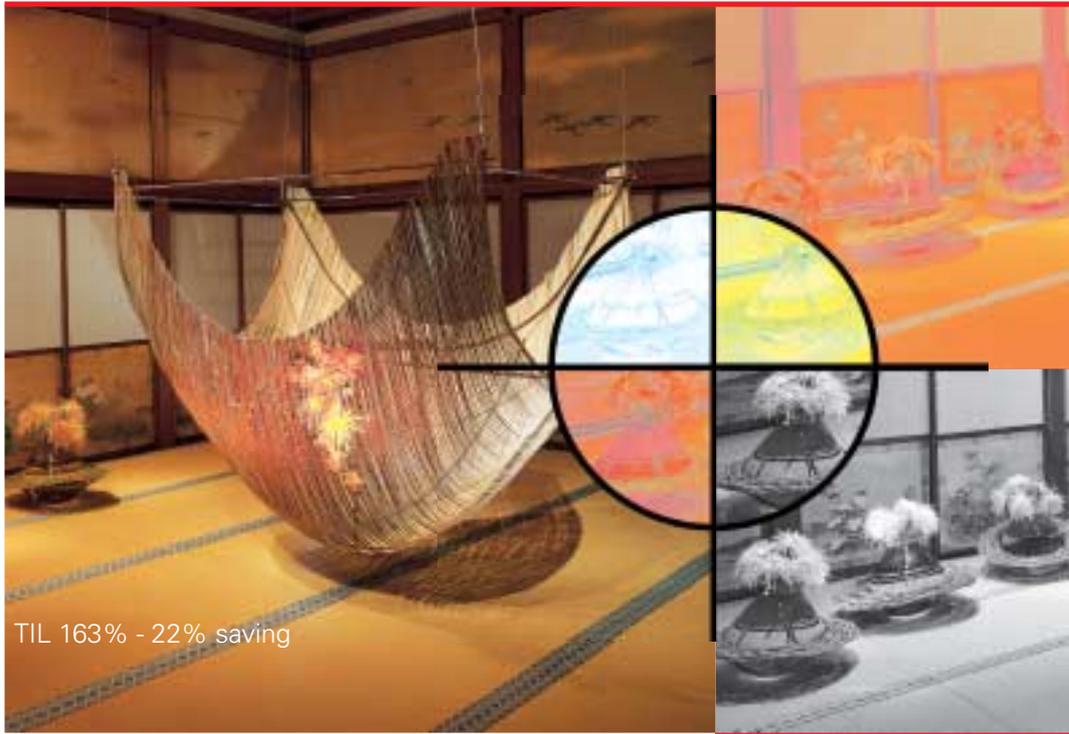
After InkSave, the original 221% total ink limit measured on this page is reduced to only 161%. A saving in ink of 28%.

The total ink coverage used during printing is reduced, with black ink now replacing a proportion of the coloured inks previously used. Both factors contribute to substantial savings (€):

- In commercial print applications we have measured substantial ink savings of between 10% and 30%.
- Depending on the colour content of the files and printing requirements the savings obtained differ from file to file, even from image to image. Just look at the savings made on this page alone.
- Depending on the type of print job, black ink can also be less expensive than coloured ones.

Grey made up from CMY can easily change with the slightest variation of inkweight on press and introduce colour casts. :Inksave avoids this.

In other words, colour consistency is improved as well as stability of printing on press.



## :InkSave

- Less ink on the paper causes less interference between the different inks.
- Less information in the colour separations makes registration errors less visible.
- Rosette structures are less visible.
- Print quality becomes less dependent on the press-operator as the (colour) ink corrections set on the press now have a smaller impact on the printed work.



- The neutral image is enforced on the K plate and less information is required on the C, M, Y plates. This results in a better press performance:
- Shorter press set-up time required to stabilise the colour tones, and neutral grey balance in print.
  - Less ink is put on the paper; resulting in a better ink setting, increased printing speeds and faster drying times.
  - Less drying powder is required and post press activities can start earlier. Folding, cutting and binding can start earlier and run at a faster pace.

**NO :InkSave**



No colour deviations are visible when the original colour separations of images and text are compared to the Inksaved result. Every colour transformation is calculated by the Agfa Graphics patented Advanced CMM (Colour Management Module) using any industry standard or customer ICC profiles. In fact we guarantee no colour deviations or deviations close to 0  $\Delta E$ . The InkSaved artwork not only gives constant results throughout the complete press-run but also maintains stable colour reproduction which can be viewed under any lighting conditions.

TIL 323%



Agfa Graphics has always been a strong supporter of the Power of Print, because we know the printed medium that will continue to play an important role in everyone's daily life in the years to come.

The emerging digital solutions will complement and co-exist with traditional print in the communications of the future. Which is why we shared competences: Daniel Ost, THE reference innovator in floral art and design together with Agfa Graphics, THE leader in offset prepress solutions.

The outcome speaks for the power of print: Daniel's wonderful creations deserve the highest class reproduction techniques available. Only a company like Agfa Graphics, that is so passionate about 'ink on paper' can aim for a quality of print that matches and even surpasses photography. We hope you can cherish the result.



We are delighted that this brochure on :Inksave was able to be illustrated with superb images from Daniel Ost, the Belgian Flower Designer and Sculptor who enjoys world-class recognition. Daniel has the unique ability to envision life through flowers and to create absolute beauty through his passion and art.



**:InkSave**



STAY AHEAD. WITH AGFA GRAPHICS.

© Copyright 2008 by Agfa Graphics N.V..All rights reserved. AGFA and the Agfa rhombus are registered trademarks of Agfa-Gevaert AG. :Sublima, :Inksave and :OptiInk are trademarks of Agfa Graphics N.V. All other trademarks are recognized. All product specifications are subject to change without prior notice. NGRDO GB 00200804