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Issue 8 2015

CGS Celebrates 200th Installation Milestone with PICA

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PRINT AWARDS ENTRY FORM IN THIS ISSUE

8 Digital Technology

The Business

Industry: Packaging Prototype for Consumer Goods
Business Name: PICA Digital Pte Ltd (PICA)
Headquarters: Singapore

The Challenge

- Meet international colour proofing standards in packaging mock-ups and maintain colour consistency.
- Improve colour management and client expectation management processes to retain and grow key accounts and keep processes aligned with best practice standards.

The Solution

CGS ORIS Proofing Solution consisting of:

- ORIS Flex Pack // Web
- Roland Versacamm VS-300i

The Results

- Successfully deliver consistent and accurate colour proofs that are precise to customers' requirements and adhere to international standards.
- Increase customer satisfaction and approval speeds to positively affect turnaround and cashflow.
- Generate new business due to the strong colour proposition that Fogra/ISO certification provided.

CGS Celebrates 200th Installation Milestone with PICA

In early 2015, PICA Digital Pte Ltd installed the CGS ORIS Proofing solution consisting of the ORIS Flex Pack // Web and Roland VersaCamm VS-300i printer. This successful implementation in Singapore is cause for celebration for CGS, as it marks the 200th installation of ORIS solutions worldwide.

"We have come a long way in the short time that we have. Installing the 200th CGS ORIS solutions system is testament to the global recognition we have achieved among the industry," said Christoph Thommessen, sales director for Asia Pacific, CGS Publishing Technologies International. "We're proud and excited to have PICA reach this milestone with us. We look forward to this growing partnership as we continue to be there for PICA in their journey from offset to digital," added Thommessen.

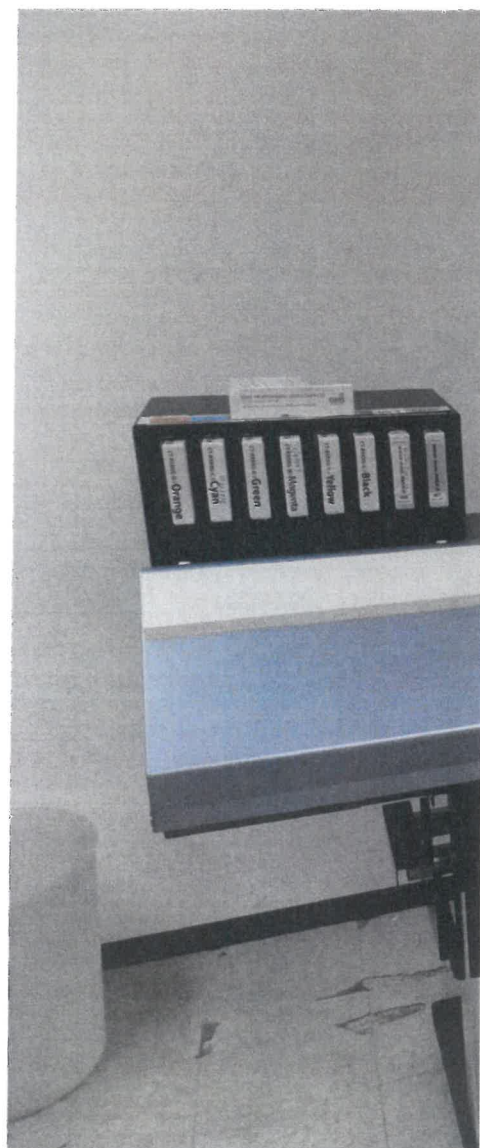
For PICA, the installation has reaped benefits that were almost instantaneous: "In the short amount of time since we've installed the ORIS solution, our customers have been very receptive to it, according to our sales figures. We've experienced better all-round lead times and customer satisfaction," said Thomas Ling, managing director, PICA Digital Pte Ltd.

Staying Ahead with CGS ORIS Solutions

Established since 1977, PICA has its beginnings as a traditional colour separation outfit, exporting many of its work to Europe, Australia and the US. Today, the Singapore-based company found its niche in producing packaging mockups for branding agencies.

"These companies need visual representation after their redesign and see how the product is like before they go to actual production. We use traditional wet proofing to do the mockup, but we find it increasingly difficult to maintain standards and consistency," said Ling.

Singapore holds one of the highest concentrations of branding agencies in Southeast Asia, many of which manages the branding and re-branding of consumable goods used all over the world. As the industry shifts from





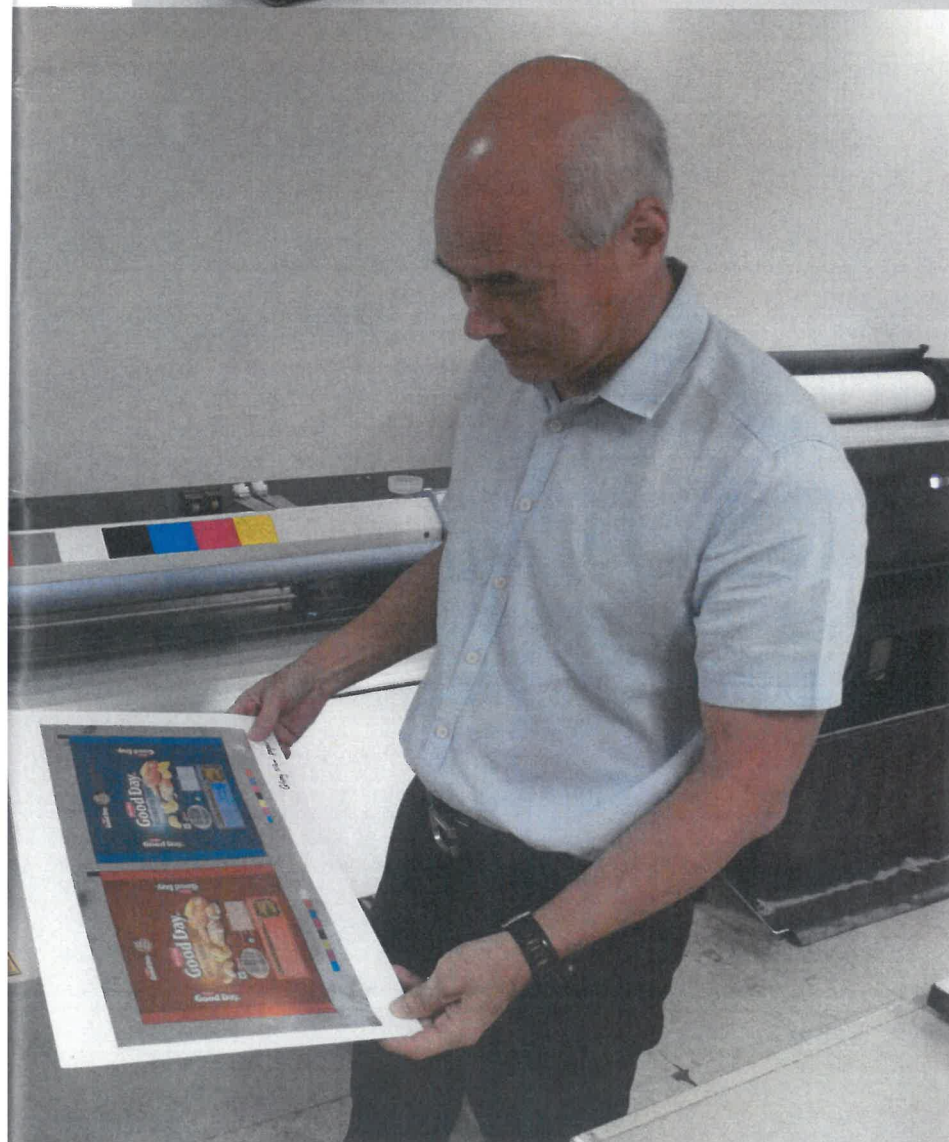
analog to digital, PICA has had to evolve along with it.

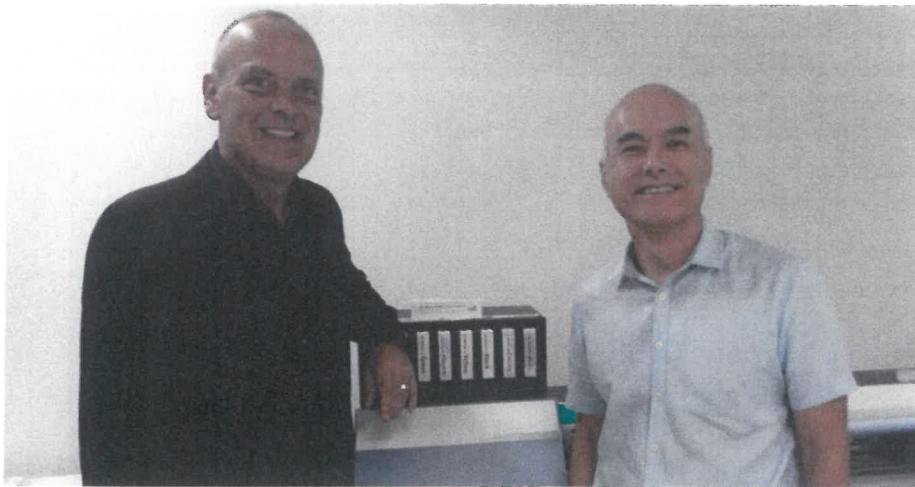
“The speed and accuracy of the proofs set ORIS apart from other options we looked at,” continued Ling, on his decision process. “Our customer’s demands are very precise, so we have to find specific solutions for them; it’s not a one-size-fits-all sort of industry. We looked into digital initially because we have to adapt very quickly in order to remain competitive.”

The ORIS Flex Pack // Web software provides uniquely web-based hard copy and soft proofing in one package. The software is powered by CGS’ patented four-dimensional iterative color management software. When combined with a specially designed custom interface for Roland VersaCAMM VS series printers, the system is able to give users the flexibility for halftone and continuous tone proofing for packaging and mock-up reproduction.

Since installing the ORIS system, PICA has even managed to generate new accounts: “A Japanese company approached us to do a packaging

**Thomas Ling, managing director,
PICA Digital Pte Ltd.**





left Christoph Thommessen, sales director for Asia Pacific, CGS Publishing Technologies International. with Thomas Ling, managing director, PICA Digital Pte Ltd.

proof upon hearing we have the ORIS solution installed. I think that itself speaks volumes of the capabilities of the system. “

Overcoming the Consistency Challenge

“Printing is no longer like the old days! We can no longer rely on the ‘good of the eye’ craftsmanship. These days there’s a science to it and everything needs to be measurable,” quipped Ling.

Before installing the ORIS solutions, consistency was a major issue for PICA. It became even more challenging when it came down proof revisions. “Sometimes a customer requires very minor revision from the first proof, perhaps just a 3% tweaking of the file. When you print it just slightly darker from the first proof, the 3% will get completely wiped out,” explained Ling.

“After installing the ORIS solution, we don’t have that issue anymore, as every reproduction is true to file and consistent. By going digital, we’re now able to follow Fogra/ISO standards, which we previously could not achieve with our conventional machines. Adhering to the international standards has made our operations significantly easier, and we found this with the ORIS solution,” Ling continued.

Being Fogra/ISO-certified, the ORIS system is able to recognise PICA’s requirements for competitive differentiation in the world of colour management. At the moment, PICA’s current workload stands at 80% offset and 20% digital. PICA is expecting an increased shift of its accounts to

the new digital solution, thanks to the strong colour proposition that the Fogra/ISO certification provided.

Saving Time and Money with Reliable Colour Management

A winning feature of the ORIS Flex Pack // Web system is in the handling of customers’ spot and Pantone colours that are centrally kept in a colour management library. This feature has allowed PICA to save time, and ultimately money.

“With our offset machines, we require at least a day or two to produce the mockups. If we’re printing on material that is not paper, offset inks need even longer drying times. If we’re using six colours, we’re talking about 1.5 days in terms of operator shifts,” said Ling.

“In fact, we’ve ever spent two days, just mixing inks alone trying to proof it to standard. We ended up having to send it off that way and we lose money eventually too. We schedule the job for six hours, and end up having two

persons, on two machines, clocking 12 hours total. With digital, there is none of such problems,” said Ling.

The ORIS solution utilises CGS’ proprietary specialty XG inks, which have been formulated for proofing applications. Light inks have been replaced with orange and green, to completely redefine the CMYK set. As a result, the printable colour space is significantly larger and achievable colour gamut expanded, making spot colour accuracy easy.

“The typical ink set is not enough to cover most of the spot colours in the packaging world. The ink set will cover 90% of the PANTONE library, but in packaging, you need that last 10%. The Roland machine with the ORIS solution runs with orange and green inks, instead of light magenta and light cyan. This effectively expands the colour gamut,” said Ling.

“That is what the CGS ORIS solution is all about; we’re not just software development. We cover the whole spectrum for our customers, from the machine, the ink, to the consumables, in order to streamline digital processes for our customers,” Thommessen concluded.

