



Fast and secure internet based print approval



MellowCloud – remote approval for colour critical printing

MellowCloud allows Brands and their suppliers to exchange print run reports saving time and cutting costs for fast internet based print approval.

Customers (typically brand managers, publishers, retailers and print managers) can specify colour definitions so that suppliers can download them for production purposes. Printers in turn can upload print run reports for customer approval creating a streamlined communication dialogue.

Print run and proof reports include colour metrics, images and user comments so that the exchange of technical data is unambiguous and immediate. Real time print run approval without the expense of travel and time involved in press passing.

Time saving and speeding up the approval process reduces overall job costs, improves the financial outcome and prevents problems before they become expensive.

It is for instance, quite common for an exact brand colour to be impossible to achieve on a particular customer specified substrate.

The printer can in this case upload a report before starting the print run to get customer approval for the non-conformance.

Improved and faster communication between customer and suppliers using a system based on measurement makes the printing process more attractive to customers and more profitable for printers.

Access to the print approval process and technical data online reduces the need to travel to approve colours, resulting in a positive environmental impact.

Benefits of MellowCloud

- Internet approval of colour critical printing - Faster turn-around times, less work in progress
- Process agnostic - Offset, Gravure and Flexo etc.
- Online sharing of print run metrics - communication using science not guesswork



So how does it work?

Printers upload print reports to the MellowCloud through a secure branded web portal.

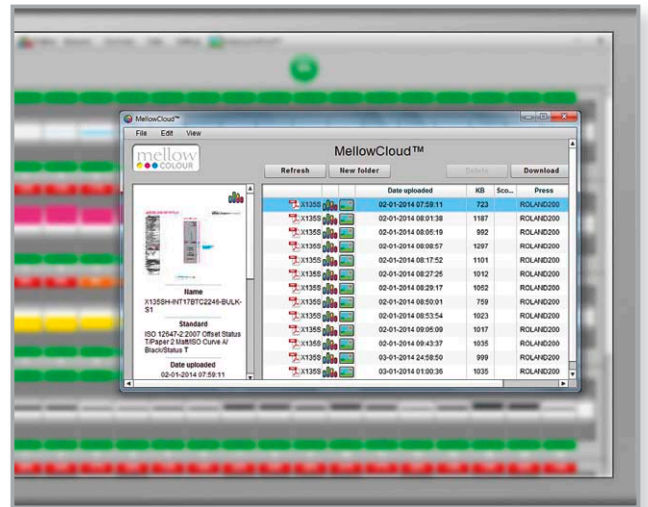
The brand manager sorts the list of jobs with an array of sorting criteria, including job name and number, supplier, date uploaded, score, number of greys, delta E etc.

Thumbnails are shown of the selected job, which can be downloaded for in depth analysis with the suite of MellowColour colour analysis tools.

The MellowCloud is enhanced further by its 2-way communication, allowing the brand to provide colour targets and print standards to the printer.

Sophisticated security and user rights ensure control and management of the data where it's needed, with full control (brand) and upload/read-only (printer) rights assigned as appropriate.

The integrated Mellow Colour family of products provide print professionals with the tools to print to any International or Brand specific standard. Measuring and controlling the printing process goes hand in hand with time and cost saving, reduced waste and improved supply chain efficiency.



Our product family includes:

PrintSpec - allowing you to match your print to ISO12647 – a common objective for Printers & Clients.

InkSpec - a comprehensive colour management system addressing the need for systematic, measurable production control of special and brand colours.

FlatLine - used in conjunction with a range of press side scanning spectrophotometers to speed up ink key setting to achieve ISO12647 compliance.

ImpressionProof - ImpressionProof utilises 'Comparative Proofing' technology to allow printers to use press ready pdf's and spectrophotometry to compare how the job should look, to how it does look. Clients can use ImpressionProof for remote print run approval.

RetroSpec - analysis of trends and variation throughout individual jobs and across multiple print runs.

MellowCloud - a secure portal that allows printers and customers to exchange colour data and print run reports.

Colour Quality Training - we provide on-site colour theory & colour management training courses for occasional & advanced users. Courses can be constructed with a print buyer, design, pre-press or pressroom bias.