



# COLOUR PROFILE

## COLOUR PROFILE FOR PRINTED PROJECTS

What can be more upsetting than receiving the first copies of your printed project only to see that the colours are not what you expected? Several factors, including images, plates, press, ink and paper can influence the outcome of your project. Paper is an important factor in reproducing colours and your project must be carefully managed for optimal results. A new tool is now available to facilitate the process: the colour profile.

## AN ICC PROFILE FOR ROLLAND ENVIRO100 PRINT

Cascades, in conjunction with Québec based TGLC, has produced an ICC (International Color Consortium) colour profile for Rolland Enviro100 Print paper.

This profile optimally separates colours and shows them as they will actually appear on press, while taking into account the specifics of the paper and type of printing process used.

## FOR DESIGNERS AND PRINTERS

The ICC colour profile works with computer graphic software, including Photoshop, Illustrator and InDesign. Once installed, the profile allows you to specify Rolland Enviro100 Print as the paper for your project and it will automatically set the optimal separation. To ensure the best results different profiles were created for sheet-fed and web presses.

## WHY MODIFY A COLOUR PROFILE FOR A PIECE OF WORK?

Used at the design stage of a print project or during the printer's pre-press process, the colour profile provides better consistency throughout the project.

Photos are normally captured in RGB (red, green and blue) mode, whereas printing is done in CMYK (cyan, magenta, yellow and black). Since the RGB colour range is more extensive than the CMYK, transferring from one mode to the other often results in a distortion in shading. In order to ensure optimal image reproduction, digital colours must be appropriately converted, while taking specific paper and printing characteristics into account.

In addition to being a really simple method for obtaining optimal colour output, using the colour profile has several advantages in the printing process. Colours on the press can be adjusted much quicker and colour stability during printing is better, which result in less paper being wasted. Using the optimal quantity of ink also provides substantial ink savings of up to 30%. Therefore, using the colour profile means cost savings and a reduced environmental footprint.



For more information and to obtain the colour profile, visit [www.environmentalbychoice.com](http://www.environmentalbychoice.com) under the Our Paper / Rolland Enviro100 Print tab.