



News Release -- For Immediate Release

Commercial Online Provider PrintPlace Improves Process Control with SpotOn!

News Highlights

- PrintPlace selects SpotOn! to improve customer service and internal efficiencies, while helping to minimize waste;
- SpotOn enables PrintPlace to quickly verify if jobs ran within tolerance in less time and effort than ever before;
- The metadata associated with each SpotOn! report helps PrintPlace communicate G7 compliance with all levels of staff: press crews, customer service and high-level management.

Chicago – October 26, 2008 – SpotOn! Press LLC, a color management software company, today announced the installation of SpotOn! at PrintPlace, a trusted online provider of customized printed products. SpotOn! is a software tool that provides a visual dashboard of press conditions, enabling printers to fully realize the benefits of standardization and process control in the press room, in accordance with GRACoL[®] and SWOP[®] specifications. PrintPlace uses SpotOn! to improve customer service and internal efficiencies in order to meet its guaranteed one-day turnaround for standard printed jobs and end-to-end color management. PrintPlace also uses SpotOn! for both vendor validation and to reduce sheet waste by using one control strip for both offline trending and online closed-loop control.

PrintPlace Quote: Matt Louis

“Before SpotOn!, researching customers’ color inquiries took a considerable amount of time because the information was not readily available. Today, we can quickly verify if a job ran within tolerance, in less time and effort than ever before. SpotOn! has become pivotal to PrintPlace’s press facility management and customer care center. I wouldn’t calibrate a press without it,” comments Matt Louis, workflow expert and G7 professional for PrintPlace.

SpotOn! Quote: Bruce Bayne

“For a company that produces nearly 60 make readies a day, PrintPlace has process control and quality assurance procedures down to a near science. SpotOn! is valuable for businesses like PrintPlace because it tracks and reports on-going press performance, providing long-term graphical feedback. This valuable information helps printers better understand the variability of each



press and its impact on quality and compliance,” comments Bruce Bayne, founder and president of SpotOn! Press.

The Technology

The SpotOn! technology displays how a press or proofer performs to the ISO 12647 standard for inks and overprints, along with the G7 Neutral Print Density Curve and gray balance. Users run an i1[®] scanning spectrophotometer over the color control strip and SpotOn! automatically generates easy-to-read graphs and tables arranged in a ‘dashboard’ style layout. The technology filters jobs by job number, job name, customer, press, operator, paper name, paper grade, paper finish, run length, custom data and more.

Using this filtered data, trend charts are generated that show variance from the ISO standard, Neutral Print Density Curve deviation, gray balance deviation, Density to DeltaE trends, and Density to NPDC and TVI trends. The Density to DeltaE trend graphs indicate how close to the ISO 12647-2 standard the press is performing and what solid ink density is necessary to keep the inks and overprints within specification.

About PrintPlace

PrintPlace, based in Arlington, Texas, is a collaboration between print professionals, designers, and developers committed to delivering the best online printing experience. With a manufacturing facility that is ISO 9001 certified, a user friendly website powered by the industry's most flexible quote tool, and instant proofing, PrintPlace has engineered a workflow that guarantees end-to-end color management. They offer more substrates than any other online printer, and quality and production capabilities that meet or surpass a commercial print shop. The difference is their dominant presence in the online world. For more information, go to www.printplace.com.

About SpotOn! Press

SpotOn! Press, LLC is a software developer for the printing industry. Bruce Bayne, founder and Managing Member of SpotOn! Press, has over 30 years in the printing industry and is a GRACoL Certified Expert. Bayne specializes in color management and prepress workflow hardware and software solutions and uses this experience to create unique and valuable software tools for prepress and the pressroom. SpotOn! Press is headquartered in Portland, Oregon and has dealers across North America. Learn more at www.spotonpress.com.

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