

Bulletin

Idealliance Monthly News

January 2018 • Volume 3, No. 1

Idealliance China Releases Chinese Version Of 'Guide to Print Production' and New CCNB Profile



The Idealliance China global affiliate office has translated and released the Chinese version of the association's "Guide to Print Production, v. 13.0" and released new CCNB Datasets and Profile for the packaging industry.

An industry standard on best practices and specifications for printing, the Chinese version of the Guide was done through

the generous contribution of The Hong Kong Printers Association, an organization funded by the SME Development Fund of the Trade and Industry Department, HKSAR Government.

Idealliance is pleased to recognize APTEC/Idealliance China as an implementing organization for the translation project and to extend special acknowledgement to the Hung Hing Printing Group Limited and Fuji Xerox (Hong Kong) Limited for their contributions.

Invaluable Resource

"Through the years the Idealliance Guide to Print Production has been an invaluable tool and resource for the industry around the world," says Tim Baechle, Idealliance Vice President, Global Print Technologies & Workflows. "This newly translated version now makes this essential resource available to a massive region of the world in its native language, significantly enhancing its usefulness and expanding Idealliance's international education efforts."

The diversified Guide covers new standards and specifications, G7, GRACoL, SWOP, Characterized Reference Print Conditions, Printing Guidelines, Best Practices, Hard & Soft Proofing, Creative Workflows, Prepress, Viewing and Measuring, Supply Chain Management, Process Control, and Cross Media. Copies of the Chinese version are available at no charge by contacting Ms. Tong at 852-3589-5024 or sending an email to info@aptec.hkprinters.org.

The release of the Guide in a Chinese version caps months of activity at the Idealliance China affiliate, including standards development and training. Among recent events:

- **Co-development with Idealliance of a new dataset and profile for the packaging industry:** CCNB GRACoL2013 M1 (90.27,1.28,-2.79) Datasets and Profile (Clay Coated News Black), a noteworthy advance for the printing industry. It is an important milestone for proof-to-press color matching of CCNB and the first official profile and dataset for CCNB. International brand owners have started to work with China printers by using this profile, which may be downloaded from <https://www.idealliance.org/gracol>.
- **Packed houses at two G7 Summits in China** in November: More than 200 attended the Summit at Dongguan Polytechnic and more than 90 at Shanghai Publishing and Printing College. Speakers included Tim Baechle, Ron Ellis (Chair of Idealliance Print Properties & Colorimetric Council), representatives of Idealliance China, and local G7 Masters.
- **Certification of 26 new G7 Experts** via a training course by G7 expert Ron Ellis at Shanghai Publishing and Printing College. The class included attendees from China, Singapore, India, and the Middle East.
- **Ongoing work on an XCMYK project** for Starlite Holdings, a multinational group of companies that design and manufacture printed packaging, books, and paper products. Starlite is the pioneer adopter of XCMYK into actual print jobs. XCMYK, developed by Idealliance, is a colorspace representing CMYK Expanded Gamut printing that can be achieved on offset and digital devices.

Idealliance China was the first affiliate in an Idealliance Global Offices Network that now comprises nine international units, including affiliates in Korea, India, Pakistan, the United Arab Emirates, Mexico, Brazil, Ireland, and Spain. For information on the Idealliance Global Offices Network, [click here](#) or contact Tim Baechle at (703) 837-1069 or tbaechle@idealliance.org.