



# Proofing

## Instant Console Colour Proofing

- Better printed output ✓
- Fewer advertising complaints ✓
- Fewer reprints ✓
- No extra effort ✓
- No consumable costs ✓
- No time overhead ✓
- Increased profit ✓
- Colour consistency across presses ✓
- Identifies plating errors ✓

Newspapers make their profit through advertising, not the cover price of the newspaper itself. Newspaper publishers have a team of sales people trying to win advertising business to drive profitability, but their efforts are wasted if advertisements are not well printed.

What the typical reader regards as 'well printed' and what it means to an advertiser tend to be very different things. So you may produce a newspaper that would look fine to most people – its in-register and the colours look about right – but that's not how the advertisers will see it. They have spent a lot of money developing their company image and if their logo is printed in slightly the wrong colours it's fair to assume that they won't pay for the ad or next time it will be printed for free. That's why it's important for printers to use a colour proof.

Hard copy colour proofing systems can be very effective because they can output on the same newsprint as the newspapers themselves to give good quality colour matching. The downside of hard copy proofing is that it has a cost in terms of consumables and it takes time to produce each proof. The Prima Colour Proofing system eliminates these issues by providing an instant proof on a high quality screen that has been calibrated to represent the output capabilities and limitations of the press. The result is that just by selecting a page on the control console, the printer has a colour guide readily available for every page that is printed. So, better ads, better photographs and greater profitability.



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PROOFING



# Integration Automation Control

Integrate third-party equipment. Automate manual processes.  
Control your production with a **Harland Simon** system.

**Harland Simon** can control and manage your production throughout the entire process. For more than twenty five years we have provided solutions for the world's most demanding newspaper printers. If you're buying new equipment, our experience and technical expertise mean we can work in partnership with your choice of manufacturer to give you state-of-the-art functionality built on an industry-standard platform.

If you're considering upgrading your site, we can make your day-to-day production secure by eliminating troublesome and unsupported components. We can improve quality and reduce costs with a range of enhancements from pre-press right through to the mailroom. We can provide the tools you need to analyse production and diagnose faults quickly and offer 24x7 support when you need it. We can put you in control.



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