



## 2021 WINNERS GALLERY

Flexography

Gravure

Screen Printing

Offset Lithography

Digital Printing

Wide Format Inkjet Printing

Postpress/Finishing

Specialty

**They Said It Couldn't Be Done!**

**Expanded Gamut/Hi-Fi Color**

Security Printing

Activated Printing

Environmentally Sound

Self-Promotion

Mixed Technologies

Promotional Product

Student

### SPECIALTY

#### Expanded Gamut/Hi-Fi Color

##### CEDARS SINAI'S NEURO ANNUAL REPORT



#### Printer

Colornet Press

#### Location

Van Nuys, California

#### Brief description of entry

When Cedars-Sinai approached Colornet Press to produce their annual Cognitive and Neurological Research Report, they were looking for a way to showcase their medical advances in a humble, yet relevant way. Knowing the effect of color on the brain, they wanted to promote everyday items with neurological benefit by photographing them with special lighting techniques falling outside of the CMYK gamut. Solution: Our proprietary printing technique called Amplify.

#### What makes entry challenging/innovative

The colors of the brain scans did not convert well from RGB to CMYK. With a production run of 33000 and a very limited budget, the client could not afford to make the job six color Hi-Fi as the plates, additional make readies and the cost of the inks would increase by 50%. So we offered our proprietary printing technique called Amplify which is achieved with only four colors but covers up to 88% of the RGB color gamut.

#### Prepress

Amplify requires a different color calibration of proofing printers and printing plates than G7 and GRACoL standards. So the job has to be set up differently, the proof settings and plate curves are different as the inks are more intense and densities are much higher than conventional CMYK inks. Most images were retouched for maximum effects.

#### Prepress Equipment

MAC computers, Epson SureColor P9000 proofer, Kodak Trendsetter Spectrum 8-up thermal platesetter, Fuji FLH 852 Supreme Plate processor

#### Printing Presswork

Amplify printing requires special inks that are more dense and must be printed with Stochastic screening. The combination of the denser inks and 20 micron dots require a press that is in perfect condition to maintain the proper water/ink balance to keep the dots open and sharp. Perfect ink release from the printing blankets to the paper is crucial especially at speeds of 13000 per hour.

#### Printing Presswork Equipment

Komori Lithrone LS 640 with a coating tower and HUV ink curing system.

#### Postpress/Finishing

The booklet was perfect bound with PUR adhesive for maximum durability.

#### Postpress/Finishing Equipment

Heidelberg Stahl 16 page folder, Polar 137 cutter, BZund G3 2500 digital cutter, Muller Martini Perfect binder

#### Paper/Substrate

Cover: 95# Topkote dull cover, Text: 100# Topkote dull text

#### JUDGES' COMMENTS

Judges comments for Best of Category - This is a good example of where gamut printing is useful. Choosing images that take advantage of the violet, orange, and green ink that expand the color space was smart.