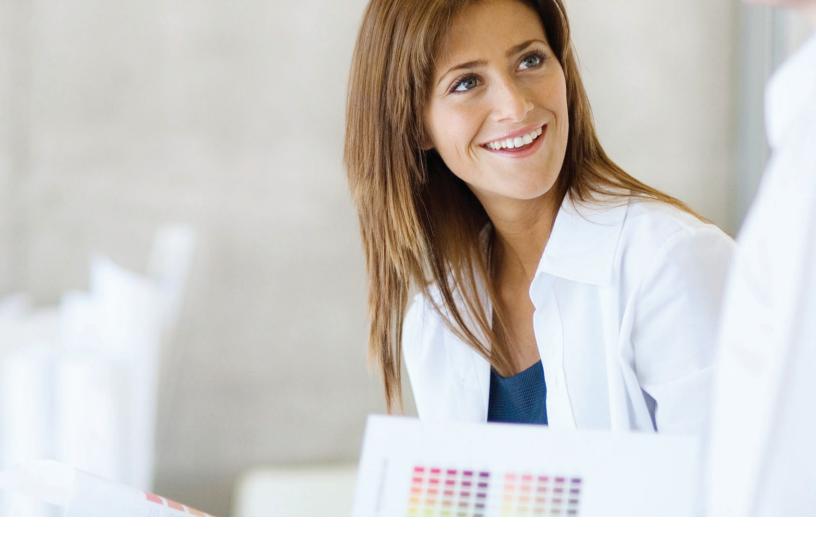# Xerox® Colour Consulting Service

Be confident with colour you can depend on

xerox

Meet the Full Spectrum of your Client Needs with Confidence

All customers have their own expectations when it comes to colour. Some clients demand the very best image quality - every print, every job, every day, over an extended period of time. Other clients judge colour quality less rigorously and might say, "It's good enough."

But, is "good enough" really good enough for your business? Imagine the opportunities that would open if you could confidently and efficiently produce accurate, predictable, repeatable colour. Xerox Colour Consultants can help you become more proficient with colour, develop a robust colour workflow and implement reliable process controls, so you can:

- Retain and acquire customers who demand extremely high image quality

- Fend off competitors who simply can't do what you can

- Avoid costly and time-consuming re-work

- Earn a reputation as a leader in your field

We can help you be recognized as a leading, quality-driven, reliable company.

Our colour experts recognize that great colour isn't just about being pretty, it's about satisfying your current and future customers ideas of what colour should be. Our focus is to help you produce accurate, repeatable colour as a means to broaden your application range, delight current customers, and gain new ones. From implementing colour standards to integrating workflow systems, we provide access to a depth of knowledge unmatched in the industry.

Award-winning, industry-recognized technology is only the beginning

Xerox® Colour Consulting Services offer comprehensive colour management training programs and services to help you get the most out of your Xerox print engines. By training your operators, prepress professionals, and designers to efficiently manage colour, establish DFE colour settings, and adhere to a quality control process, you can be sure you'll have on-site colour management expertise whenever you need it.

Our Three-Phase Approach

Our three-phase approach to colour management, Education, Standardization and Process Control, allows you to choose as much or as little as you need, every step of the way. Each phase can be used on its' own or as part of an entire program that can bring you to the pinnacle of accurate colour printing.

Before making any important changes, your Xerox Colour Consultant is available to assess your current colour workflow. They will then be able to provide insight and recommendations on a solution that can help you achieve your goals, with the least amount of risk.

Education

Digital Colour Management Certification – Online Program

This self-paced program allows students to achieve a Certification in Digital Colour Printing. The program consists of 20 online learning modules which cover all aspects of printing and colour management. After completing a theory assessment and achieving a grade of 80%, participants are invited to join an optional hands-on workshop at Xerox to further reinforce the learning.

Accurate Colour Printing – In-Class Workshop

This in-class program is an introduction to colour fundamentals applicable to a digital printing environment. Participants learn how to control colour printing variables, print to industry standards and maintain a colour-managed printing workflow. These skills ensure colour accuracy and quality can be achieved in everyday production.

One Pixel's Flow – In-Class Workshop

This in-class program is focused on colour management applicable to a creative studio or prepress environment. Participants will learn the various colour space models, file conversion and workflow strategies. These skills ensure colour accuracy from image capture to final output.

Personalized Learning and Development

We have developed customized training and solutions for everyone from printers to photographers, fashion designers, signage experts and other highly specialized colour personnel. We offer a variety of pre-packaged programs, a la carte options and custom solutions to satisfy all of your colour management needs. Please contact us for further information.

Standardization

Printing to Industry Standards

More and more print buyers are demanding or expecting colour prints that are compliant with industry specifications like GRACoL, SWOP or G7. We can help you implement the necessary procedures to achieve and maintain compliancy to these standards, and meet your current and future customers expectations.

Colour Management in Adobe CS

Graphic design applications and their colour management features are extremely powerful, but can seem very complex at the same time. We can work with you to establish and document simple standard working procedures that will maximize colour accuracy across your design or prepress workflow.

IDEAlliance G7 Master Qualified Printer

Many ad agencies and other professionals are looking for G7 Master Qualified printers for their business. This recognition is awarded by IDEAlliance, the organization that develops standards for the colour printing industry. Our G7 Experts can help you implement the necessary procedures to meet this specification and assist you in your application for this prestigious industry recognition and marketing advantage.

Process Control

Quality Control Process

Digital colour printing is like many other manufacturing processes: quality, consistency and accuracy can only be assured with a reliable quality control process. Your Colour Consultant can help you implement the tools and procedures that will ensure consistent colour production, enabling the early detection of colour problems and preventing less than optimal work from being produced.

Xerox Colour Control Centre

Visual quality control relies on many variables such as lighting conditions and the alertness of your operators. Xerox Colour Control Centre software removes these variables and helps you verify colour accuracy from reliable, unbiased spectral measurements. You can immediately determine the accuracy of your output to your printing specifications.

Your Personalized Recovery Plan

Everything we implement is documented and delivered to you on a CD with the necessary files and step-by-step reinstall guide. We believe that, with the right training, our customers should be self-sufficient and able to inspect and maintain their colour management workflow themselves. Knowledge of your workflow is valuable: we believe you should have all the resources on hand.

Meet the Rest of the Team

We've partnered with industry leading companies to offer you the most comprehensive and integrated solutions in colour management.

In Partnership With:

IDEAlliance
International Digital Enterprise Alliance ®

x·rite
PANTONE®
Color Perfectionists Unite!

gti
truelight
truecolor

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