

## VAST BENEFITS, AND AN ABUNDANCE OF INFORMATION. DG3 MAKE THE SWITCH TO MELLOW COLOUR.



Mellow Colour were introduced to DG3 early in 2020 by their plate supplier Fujifilm. As one of Europe's leading suppliers of print and visual communication services, DG3 are well-known for investing in their world class facilities and systems.

### THE SITUATION BEFORE MELLOW COLOUR

DG3 had a sound understanding of the benefits of print quality management and were using print verification software for generating plate curves for the lithographic site on both KBA and Heidelberg presses.

### WHY BRING IN MELLOW COLOUR?

Having previously used early versions of Mellow Colour's PrintSpec to assist an array of printers in his support role at ink supplier Huber Group, Manchester knew the advantages of the Mellow Colour system.

"I found it very good for checking plate curves and compliance of inks. It was very portable and simple to use from a user point of view, it also gave us an abundance of information on what was required from for printed work to comply with ISO," Manchester commented.

DG3 saw the potential benefits in the scope of the Mellow Colour system and investigated making the switch to upgrade in January 2020.

### WHAT EFFECT HAS MELLOW COLOUR HAD ON BUSINESS?

DG3 have made improvements in their print quality management program, including special and spot colours. While maintaining tight control of colour management across both digital and litho sites, DG3 now also have the benefit of utilising InkSpec to monitor and control the printing of special and brand colours.

The benefits are vast.

DG3 were experienced with print quality management systems, but wanted to progress to a more sophisticated solution, that was better tailored to their needs.

**Jason Manchester**  
**Technical Manager**  
**DG3**

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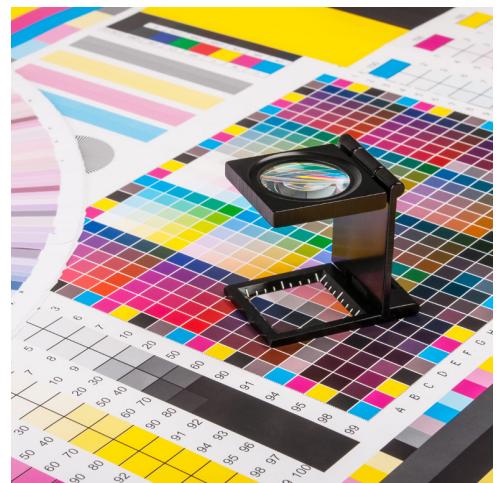
"We already had a mature PQM system here at DG3 so we were able to continue generating our plate curves and keeping a record of how our work conforms to the ISO standard; but using Mellow Colour gives us much more." Stated Manchester.

"I would say DG3 are quite experienced in the area of PQM, so having a system that gives rich analytical data straight from the press has made a real difference for us. There's layer upon layer of information that we can utilise for diagnosing issues on press before they become a big issue."

"Since adopting the Mellow Colour system, we also have the benefit of using InkSpec to monitor and control our special and spot colours and re-print without the variance in the Pantone books we often see." Said Manchester.

"We have created our own unique DG3 colour library, which accounts for the different papers we print with. This guarantees exact colour matches on re-prints in line with our customers' expectations. We can then use the same CXF data to import to the colour library on the KBA."

"Overall the upgrade to Mellow Colour has been successful and we would have no hesitation in recommending their systems, the service, support and technical ability has been excellent."



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