



**Color Coach** is a new LRI program designed to help you get the most value from the investment that you have made in your digital print operation. Take a glance at these questions, do they resonate with you?

- *Are your customers delighted with the accuracy and consistency of color from your digital print?*
- *Are your designers and marketing people happy with the way that the color they see onscreen is represented on the printed sheet?*
- *Can you quickly match the color between proofs made a week ago, and production that takes place today?*
- *Does the color match between your proofing system or offset print, and your production printers?*
- *Do you understand the various color limits of your devices?*
- *Do you have a process in place to evaluate and maintain color consistency over time?*

If you answered “YES” to all of these questions, congratulations! You definitely have it handled when it comes to managing color from your print operation!

However, If you would like to improve your shop’s performance in any of the above areas, you might want to talk to LRI’s Color Coach.

### **Why LRI?**

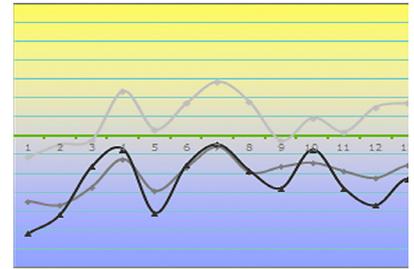
Few print shops have the on-staff expertise, desire, or experience to seriously manage their color. Color management is complex enough before adding a digital print engine into the mix, yet mastering this process is vital to your company’s success. What is the cost of a job that is rejected for poor color? Not only may it need to be re-run, but clients today need little excuse to shop elsewhere, and the last thing you want is for your clients to start building relationships with other print providers.

LRI has invested in the tools, technologies, and people that allow us to quantify your color variability, improve calibration processes, accurately profile, and optimize the color on your digital print operation. Color Coach is an ongoing mentoring and feedback system that helps you raise the bar for color in your shop.

By raising the level of skill, competence and understanding surrounding your digital print, and by analyzing and improving your QC processes, you can significantly reduce the variability and increase the quality of your printed work. This leads to greater customer satisfaction and better profitability for you.

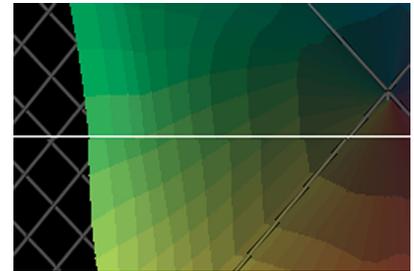
**Maximum Performance with Minimum Headaches.**

Our Color Coach program gives you real feedback and statistics on your print quality. After stabilizing the print engine, we generate and validate optimized profiles for your device, averaged over time, that represent the actual conditions and media at your shop. Inline or “instant” profiles capture the state of the print engine on a given day - who knows what that will capture (see image at right). We can show your crew how to get the absolute maximum performance out of those digital printers, whether through improved calibration, evaluation and adjustment, or by editing source files if necessary.



**stability tracking**  
 Graphically represents variation

**Not a Temporary Fix. A Permanent Solution.** You’ve invested a lot of money in your color production equipment. Don’t settle for “average” performance and don’t waste your valuable time fixing the same problems over and over again. With LRI’s Color Coach program we provide ongoing attention and education to make sure you get the most out of your machine and your people. We work with your operators, so they will be learning and implementing advanced skills and best practices, and will continue to apply those skills going forward. LRI’s continued monitoring, mentoring and feedback protects your investment, raising the bar for your work.



**optimized, averaged profiles**  
 LRI profiles (lower half) give superior smoothness. Instant profiles (top) are compromised by daily variation.

**You Can’t Improve What You Can’t Measure.** With our ongoing performance reports, LRI will be able to pinpoint how your machine is performing compared to how it should be performing. We can show you how much variance is present in your printed output and work with you to reduce that as much as possible. Environment and media play a significant role in color quality- do you have a handle on all the factors?



**process control**  
 How do you know your color is accurate today? What about last week... or next month? Can you articulate this to your clients?

**Why stop there?** Our Color Coach Program isn’t just for operators. We can work with designers and other team members, even external customers, to make sure their ideas are faithfully recreated at print time. Want to learn how to color manage output from a simple office MFD? Does that person scanning with your flatbed know how to capture and reproduce color accurately? Do you need a high end proofing solution, or color management training? If it involves color, we are the pros.



LRI’s Color Coach is Randy Norian, a self-confessed color geek with over 20 years of experience in offset and digital print.

Randy has twelve years of experience in all areas of electronic prepress, high end drum scanning and color correction, Photoshop compositing and managing multiple digital proofing systems, as well as interaction with CTP imaging systems and color matching with the press room. That role was followed by eight years as a high volume digital color analyst, with emphasis on ICC color management, as well as an intense focus on the practical factors influencing stability, accuracy, and image quality. Balancing theory with pragmatism is a key factor in working with digital print equipment. Randy has completed ISO9001 Certification and has achieved G7 Expert Certification in both digital and offset printing technologies. ...on an unusual side note, Randy is partially composed of pixels.