

## PRESTO DX, the new innovative solution for the press room

For the printing of packaging things have changed. Multi color, fixed color palette, higher screen rulings, new screen types are now used to further improve the print quality. As packaging printing has become more flexible and more sophisticated easy to use tools are even more necessary in order to control the quality.

A major important print quality function is the amount of dot gain. Too high a dot gain will damage details in the shadow area, where as too low a low dot gain will make the image look flat .

At present densitometers are using the Murray Davies formula to calculate the dot gain, then of course the dot area curve is based on this curve and the dot compensation duly applied. From this a visual printed linear gradient is expected. Unfortunately and especially typically with flexo print the result probably looks too flat, moreover the compensation will differ depending on the color. As a consequence of this flaw the new Spot Color Tone Value (SCTV – ISO CD 20654) formula based on Lab values has been developed. This formula leads to a linear compensation independent from the base color.

### ISO CD 20654 - Spot Color Tone Value (SCTV)



Also another important item of technology in Flexo printing is the Fixed Color Palette where there are 2 or 3 colors added to the 4 process colors in order to enhance the color gamut. These additional colors could be for example orange, green and blue. The new base color set can now be saved and used to simulate any possible spot color.

In order to control the print quality as simply as you did in the past with a densitometer, a new measurement tool is required. The PRESTO DX from PERET has been developed in order to keep life as simple as in densitometer times, but also as flexible as now in spectrophotometer times.

The PRESTO DX can be configured to measure SCTV in place of Murray Davies with a pass/fail indicator monitoring your dot gain both in and out of tolerance. The embedded color library of 4 books with 8 reference colors each makes the device also ideal for fixed color palette applications, even when on different printing presses and using different color palettes.

The super high contrast display of the DX using E-Paper technology gives excellent readability of the measurement results – even from flat viewing angles or under poor lighting conditions.

The PRESTO DX is as easy to use as a densitometer and as flexible as a spectrophotometer.