

# Your “color expert in a box”

ColorTrack software facilitates fast, accurate press-side correction of ink formulations.

Without any hardware modifications to the press, our ColorTrack software seamlessly integrates with ink recipe software to not only simplify workflow, but also dramatically reduce the number of ink corrections needed to achieve accurate, optimal color.

Meeting the quality and consistency demands of brand owners has become increasingly difficult. Baldwin Vision Systems, in partnership with ColorConsulting, has developed a “color expert in a box” that automates the process of delivering absolute consistency from press-to-press, shift-to-shift, and plant-to-plant.

With human color experts, three to five color corrections on startup are typical for a new job—or even six to eight for difficult colors. ColorTrack can achieve accurate color in one or two corrections.

ColorTrack is the heart of the **only complete color management workflow solution** in the industry, sharing live data with Color Measurement with DeltaCam™ or SpectralCam™, InkWeigh™, and ColorTrack Analytics. No other solution offers this level of press-side connection between color measurement and ink management.

## ColorTrack Components

### Quality Track module

Lets operators create print jobs with specific color targets and tolerances, and relate them to a specific customer or job. All saved information is immediately available in all departments of the company where ColorTrack is installed: in the Ink Kitchen, in the Quality Manager’s office, and press-side.

Once the job is started, the operator simply measures and compares the difference between the printed product and the color targets. All data can be viewed at any time to produce consistent color quality reports using the ColorTrack Analytics module—no matter what facility, process or materials are used to produce the printed product.

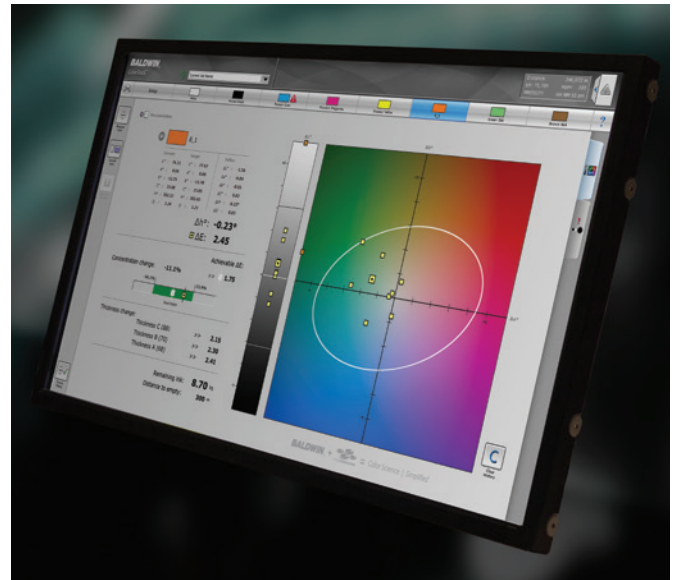
### Ink Correction module

Links quality control and all other facets of ink management related to production—including information such as ink film thickness (anilox type or engraving) and viscosity. Using our patented “Virtual Scales” technology, it also calculates ink consumption *during the run*, and the amount of ink needed to complete the job for each color.

Because it collects all information related to color and inks, the software can predict the most appropriate color correction—whether it’s a change in concentration or a need to change the recipe itself. And, if a recipe correction is needed, the system sends the information directly to InkWeigh or to an automatic dosing system.

### Color Measurement Connection module

Enables sharing of data with Baldwin Vision Systems’ *inline* spectral measurement technologies DeltaCam or SpectralCam. Rather than



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being alerted to color problems *after* they occur, you can view live measurement data to *proactively* make adjustments before the print job moves out of tolerance.

### Press Connection module

Creates a direct data connection to the press, enabling automated real-time monitoring of ink consumption during the print run. This helps ensure that accurate ink quantities are being used during recipe corrections.

### ColorTrack Analytics

Operators can browse all production data, and export all color-related information to a spreadsheet file for reporting, analysis, and production verification.

## Features & Benefits

### Pre-Laminate/Post-Laminate Color Support

Define both pre- and post-laminate color targets within the job, measure color inline, and use both targets to manage the difference on-press. This first and only automated workflow solution replaces cumbersome “trial and error” methods of achieving post-laminate color that is within your customers’ specifications.

### Ink Strength/Anilox Color Correction

Manage ink color without correcting ink! Avoid the cost and time involved with recipe corrections by managing print conditions. Accurately predict the impact an ink concentration change or anilox

## Features & Benefits (continued)

change will have on color. Advanced “Perifarbe” math formulas tell you if and how the best-match can be achieved.

### Ink Kitchen Target Mode

Optimize and verify the recipe in the ink kitchen before going into production, reducing the number of corrections and start-up times.

### Manage Unknown Recipes

Correct an ink even if the recipe is unknown. The operator can use leftover ink for the current print run because ColorTrack suggests the optimal correction for its new use, without going through the ink kitchen.

### Complete, Simplified Workflow

Increase press productivity 25% or more. Reduce color makeready and setup time up to 75%. Keep records of which ink batches are used. Dramatically reduce ink inventory and storage needs.

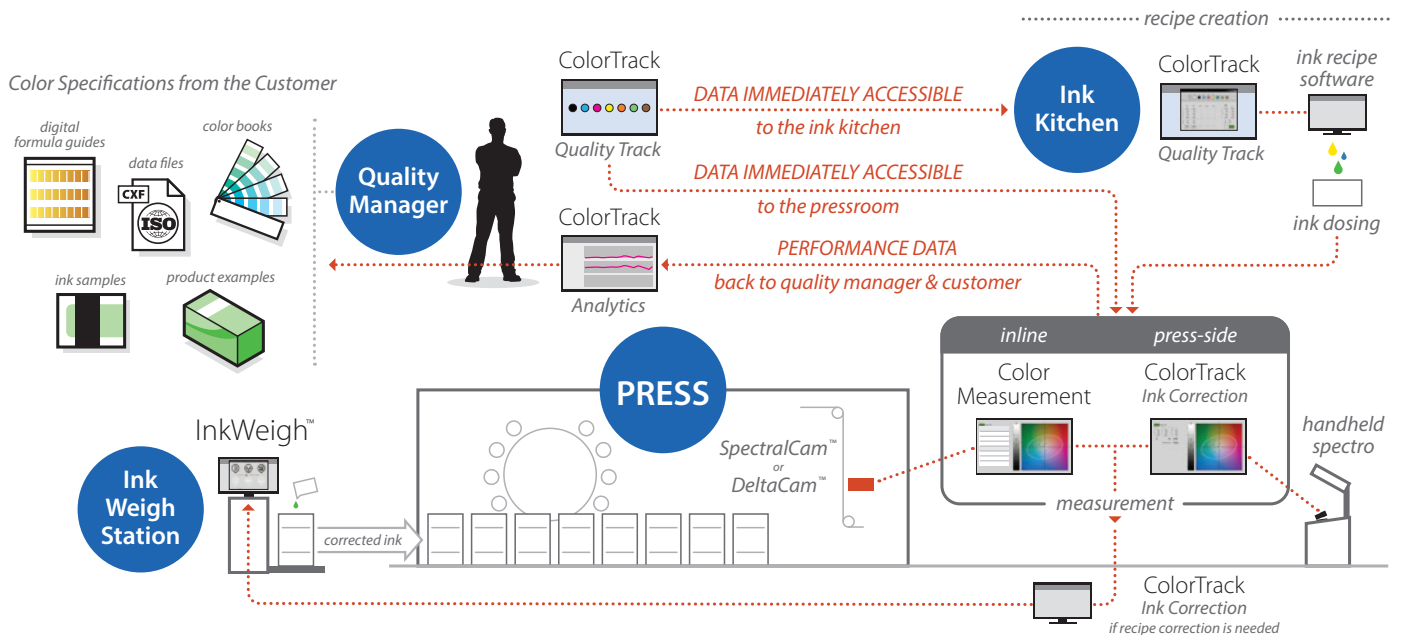
## More Features and Benefits

- Press-side recipe correction
- Reduce  $\Delta E$  by 50% or more with each color correction
- Single solution for color measurement and ink recipe correction
- Easy-to-use operator user interface requires little training
- Direct connection from customer inputs—data files, product

examples, ink samples, digital formula guides, color books, etc.—to ink recipe creation, to press-side correction

- Spot color tone value calculation to ISO 20654
- Enhanced color measurement through “strip scanning”
- Keep accurate batch records across all presses and printing facilities
- Dramatically reduce ink inventory, storage needs
- Decrease liability exposure and rebates, increasing profitability
- Integrates with ink recipe software: Search databases for the best recipe match
- Store and quickly recall commonly-run jobs, set up next jobs remotely, set up the next job while the current job is running
- Manage and correct overprints
- Define different tolerances ( $\Delta E$ ,  $\Delta h$ ,  $\Delta$  Density, TVI) for each individual color
- Optional InkWeigh helps the operator weigh the exact amounts of ink components to correct the color
- Modular architecture—make a low investment for the functionality needed now, with options to upgrade and add more capability in the future
- Meet or exceed brand owner expectations
- Provides a new competitive advantage to attract brand owners and print buyers

## ColorTrack’s complete, simplified workflow



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