

## ISO 12647

### How does ISO 12647 benefit you

#### The problem

The supply chain is frequently broken in a typical Graphic Arts workflow. Creative is done in one location without any indication to where and how printing will take place. This can lead to problems when the printer receives data and contract proofs that have been created to an unknown specification, and are unable to produce a satisfactory result.

#### The solution

With both creative and printing companies aligned to the ISO 12647 printing standard; imagery, proofs and printing are all targeted to a defined standard, ensuring a predictable result is achieved time after time.

#### The benefits

##### For the print buyer:

- Proofs match the print
- Predictable result is achieved across vendors

##### For the creative:

- Application settings are standardised
- Images can be separated and viewed accurately
- Proofs can be trusted for matching

##### For the brand:

- Brand integrity can be protected Internationally with all stakeholders aligning to a specification

##### For the printer:

- Less waste with quicker proof matching
- Faster turnaround with quicker make-readies
- Greater customer satisfaction

#### Overall

With the supply chain aligning itself to this standard all parties can again have confidence in the reproduction, transfer and communication of colour.

a better way to print