

A vertical color calibration bar on the left side of the page, featuring a sequence of 30 color patches including primary, secondary, and tertiary colors, as well as grayscale and skin tones.

PREDICTABLE, CONSISTENT COLOR

*Scientific Color Management
delivered by*



9255 Deering Avenue
Chatsworth, CA 91311
818-885-3900



Do you like surprises?

We all do!



S2K.
GRAPHICS

But...not at the end of a press run or when you receive your printed products.





Our Promise – NO Surprises

- Your job will look like your proof
 - ✓ Every time
 - ✓ No matter how it was printed (digital, screen, litho)
 - ✓ No matter what it was printed on (banner, poster, cling)
- And your job will always be done “on time”

Background

- Founded as 1-man retail shop in 1989
- **Our Mission:**
 - ✓ World Class Large Format Printing
(apply scientific methods to printing art)
 - ✓ World Class Service
 - ✓ World Class Delivery
- **Our Products:** signs, banners, pop materials, posters, backlit prints, vehicle graphics, etc.
- **Today:** 55 people, \$8MM





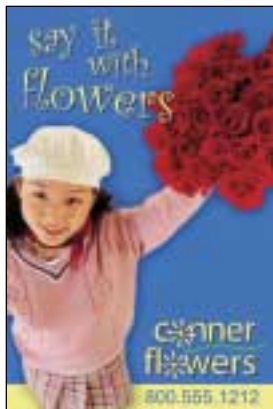
Key Clients

- McDonald's (1 of 4 nationally licensed vendors; only 1 in West)
- Kinko's (1 of 3 certified partners)
- Coca-Cola
- PostNet
- AIM Post & Parcel Centers
- Pacific Bancorp
- Vallarta Supermarkets
- Robeks Juice Company
- Trimana Cafés
- Gavina Coffee
- Sweet Life Cookies
- Apex Fitness
- Conroy's Flowers
- Various ad agencies

How Are We Different?

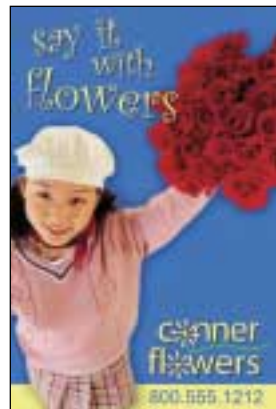
- Low or high volume – digital or screen
- Full service art & design
- Kitting & fulfillment

➔ *Scientific Color Management*



your proof

=



coroplast

=



window cling

Large Format Color Printing Today

**COLOR
ALWAYS
MATTERS**



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- Most large format printers, even “the big boys”, use experience and the human eye to manage color.
- Their color management process can be boiled down to “close is good enough”.

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The Large Format Challenge

More difficult than small format



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1. Quality demands are more difficult to meet.
2. Faster turn time requirements.
3. Shorter run lengths that will not support long experimental color adjustments.

➔ **To meet the challenge, S2K Graphics applies a scientific color control process.**

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Scientific Color Management



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S2K Graphics has applied capital, knowledge and science to create process controls that make large format color printing predictable & consistent – so your job is delivered with the right color, on time, every time.

How do we do it?

- Color is measurable.
- We measure and evaluate incoming color targets.
- Then we scientifically manage our process to move very close to the targeted color values.

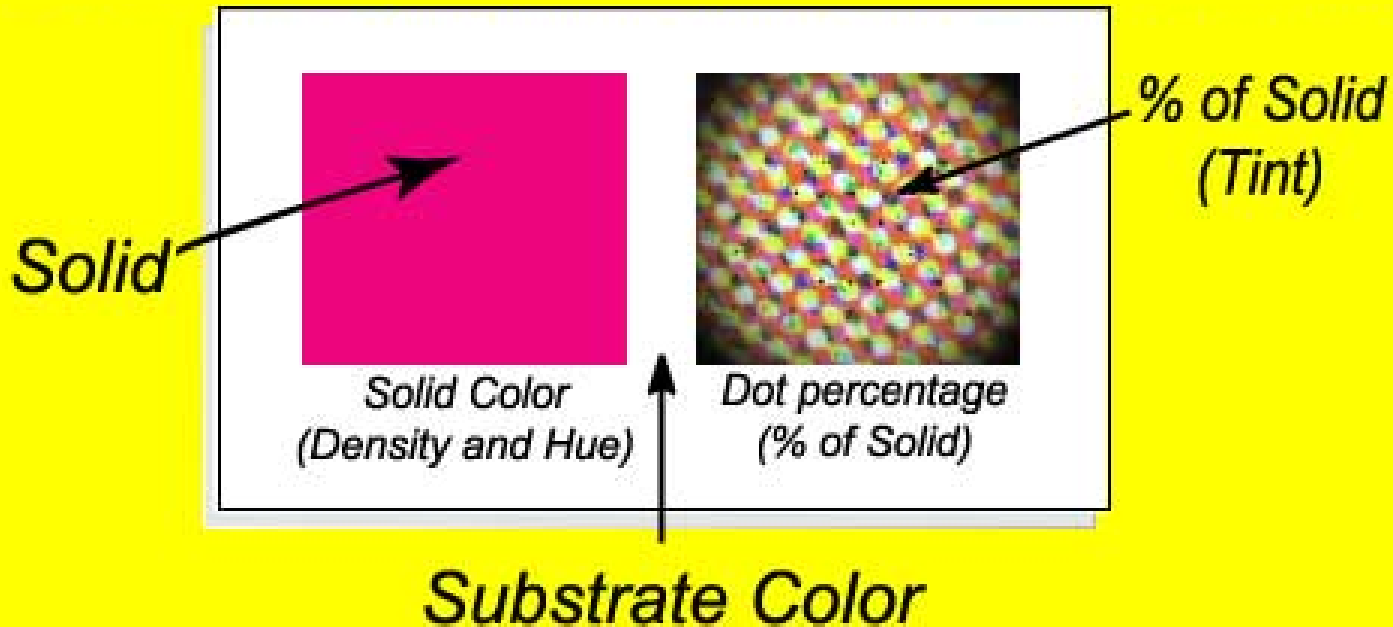


By the use of profiling, pre-flight color adjusting, and instrumentation, S2K can...

- ✓ Provide accurate digital proofing and printing.
- ✓ Match color across various printing platforms & substrates.

4-Color Process Color is only three things.

If there is a color problem, one or more of these things is wrong.

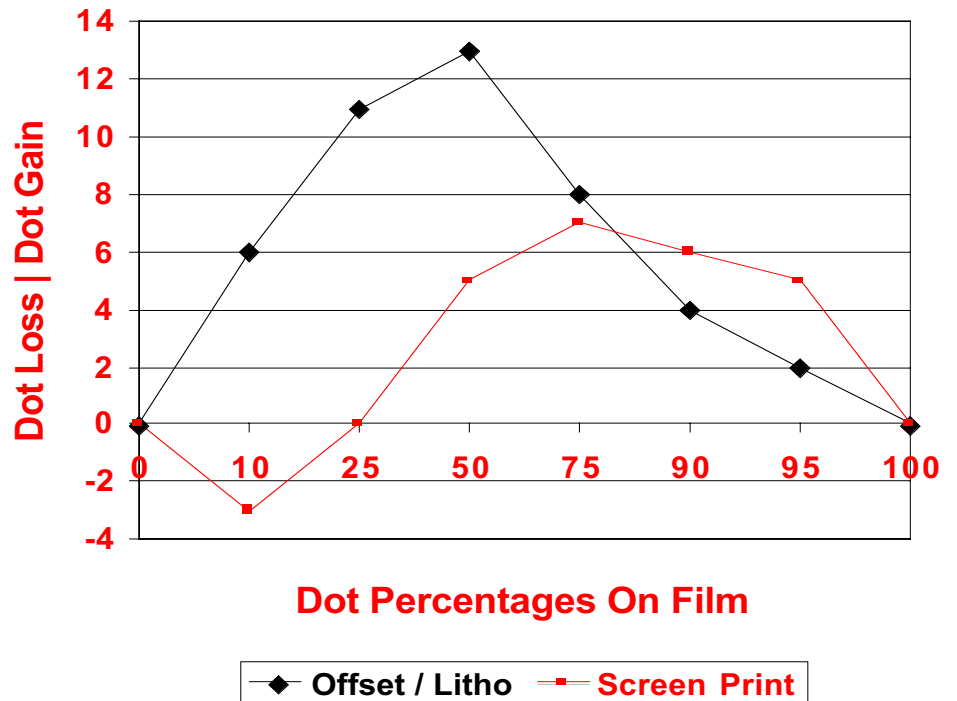


We manage and measure Solid Color (Ink Color & Density) and Tint (Dot Gain) aggressively. Substrate Color is difficult to control, but basic substrates can be profiled to minimize variability.

Offset vs. Screen Printing

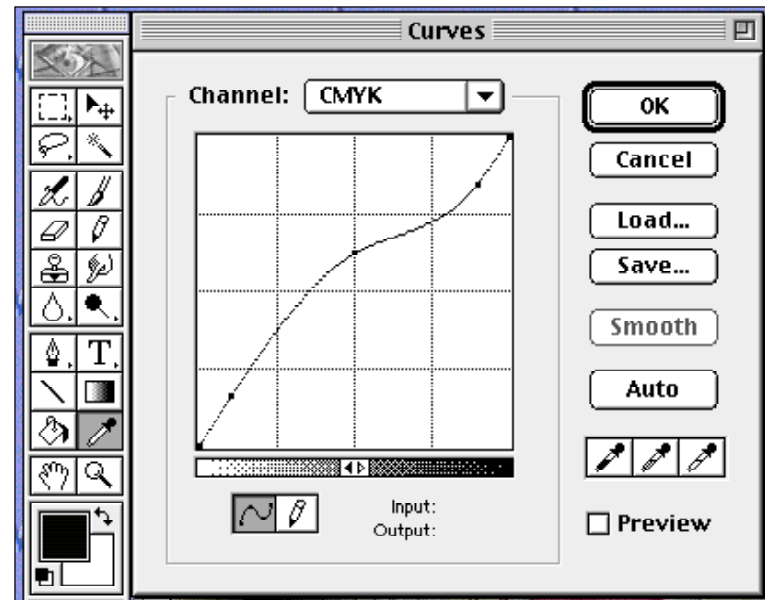
From the start, screen printers have to adjust colors based on the fact that most files were set up for offset / litho printing which has a different dot gain than screen printing.

- Most screen printers adjust for this difference while on press by tweaking ink density as per the human eye and experience.
- Ink tweaking often results in unnatural color inconsistencies across the print (brown dog but green tint on human face)



Scientific Color Management

We have calibrated our film-making process to account for dot-gain variation across different presses & substrates.



Scientific Color Management

Dot-gain is measured by light densitometry.



Predictable, Consistent Color

Our print devices, including our Proofer, have been calibrated to Graphic Arts Industry standards (which emulate commercial low-gain analog match prints).



What's in it for you??

- *Protect your brand*
 - ✓ Consistent, predictable color/quality – managed scientifically
 - ✓ Your print will always look like your proof
 - ✓ Uniform color across print media – poster, banner, cling, backlit, etc.
 - ✓ No matter how it was printed – offset, digital, screen
- *In short...*
 - ***“Scientific color, on time, every time.”***





Predictable, Consistent Color Is Not Easy

- Long-term investment
- Not typical in the industry
- ***Test us on your toughest color job!!***