

Quality and productivity for packaging and label printing

Selected features	Benefits
Productivity and Workflow	
Dual core high CPU, large disks	Supports the full range of printers and presses in the production environment to process and print large files
Last-minute corrections	Last-minute color adjustments are simple and easy to perform
Post-RIP editing	Jobs can be edited post-RIP—saves processing time and avoids delays
Scaleable RIP architecture *	Easily expand computing power to support high-volume processing
Hot folder / Virtual printer	Ease of use through preset workflows—one-time definition of frequently-used job settings
Object oriented rendering	Easily rip each element independently. Apply different rendering intents to different object types (images, graphics, or text) that are on the same page
Color and Image Quality	
4D device links color management provides better match to offset	Ensures digital print better fits the standards, expectations and taste of commercial print buyers
Protect RGB and CMYK colors	Improves consistency of corporate and spot colors, by converting 'protected' RGB/CMYK values to specific spot color values
Better handling of vignettes and text in images	Increases quality output of images
Spot color editor	Ensures the accuracy and consistency of spot colors, both within and between different jobs
Preserve pure colors	Removes stray colors from elements that should be black only. This improves quality and saves on unnecessary color ink consumption
Advanced color management tools	Post-RIP image gradation and color corrections
Variable Data Printing (VDP)	
Full imposition support for VDP	Imposes your VDP jobs faster and easier
Support for popular VDP applications including the Darwin VDP Software	VDP Partnership Program ensures tested connectivity between the Creo Color Server and the broadest array of leading VDP solutions
Full support of leading VDP file formats (PPML, Xerox VIPP *, VPS and PDF)	Rapid, efficient VDP processing, regardless of the original authoring tool or file format

* Available with recent technology releases

** **Xerox VIPP** is supported only for **Xerox** Digital Printers

For more information about **Creo** Branded Products, contact your local representative or visit www.creoservers.com

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COLOR SERVERS

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Creo Color Servers for the Packaging and Label Printing Market

Creo Color Servers driving your digital presses—because productivity requires powerful technology



Creo Color Servers—maximizing print productivity for packaging and label printing

Creo Color Servers deliver the processing speed, color accuracy, and job control that have made them the premier solution for print on-demand professionals. They optimize the performance of the industry's leading digital presses increasing their efficiency, adding automation and providing new levels of operator control. Above all, they provide new opportunities for profitability, through increased throughput, operational flexibility and cost efficiencies.

New flexibility, new capabilities

New advancements in **Creo** Color Server Technology have brought new flexibility and added new capabilities to serve the varied needs of brand owners, trade shops and printers serving the packaging market.

Creo Color Servers are renowned as the superior server for high-end and mid-volume production printing. Recent developments have had a tremendous impact on **Creo** Color Servers' applications. Whatever your primary print market—whatever your production volume—there is a **Creo** Color Server solution that can increase your productivity, flexibility, and output quality

Why choose Creo Color Servers to print packaging and labels?

The printing of packaging and labels is a broad and rapidly-changing field that is served by trade shops and printers of all sizes. As brand owners seek shorter runs, including regional packaging and specialty labels—with ever-faster turnarounds—many providers have moved toward digital printing, with its ability to print short runs with vibrant

colors on a variety of substrates. Powered by **Creo** Color Servers, digital presses are ideal for fast-turnaround short runs—even specialty packing projects such as prototypes, proofs, and even one-to-one personalized labels and packages.

Creo Color Server Technology provides comprehensive operator controls for efficient production of complex jobs, and accurate management of brand colors. It provides easy-to-use color management for vibrant, high-impact colors with brand color protection. With **Creo** Color Server Technology, the shortest and most complex print jobs are now easily managed, and profitable.

JDF/JMF compliance makes it easy to integrate digital print systems with conventional prepress workflow systems, allowing quick and efficient coordination of digital-offset hybrid jobs, and easy digital proofing of offset print jobs.

- advanced color management tools
- spot color protection for consistent brand colors
- commercial-print color quality
- brand color accuracy across packaging substrates and various print media
- open connectivity to offset workflow solutions