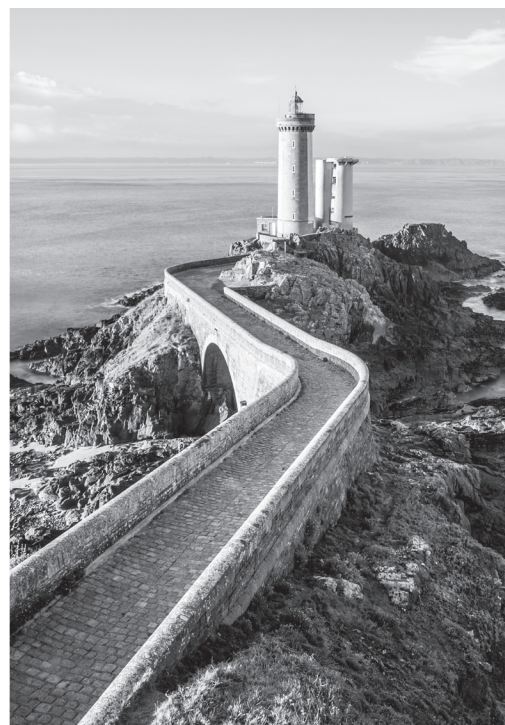




Validation[®]

PREMIUM PROOFING MEDIA





ABOUT VALIDATION®

PREMIUM PROOFING MEDIA

Validation® Premium Proofing Media is a popular proofing brand established in 2006. With an exclusive product portfolio, premium quality, competitive price, and Professional Services Program - Validation performance makes it easy to match specifications, colors, and press.

Validation® is engineered to exacting quality standards, eliminating variation in white point and shade. Its exclusive coatings produce accurate and consistent color gamuts roll to roll and batch to batch.

KEY BENEFITS

- Industry Standard Proofing Media
- Nationwide Stocking & Distribution
- Comprehensive Support & Professional Services Program
- Online Training Courses
- Sales Tools and Sales Support

WHAT IS PROOFING?

“REPRODUCTION” OF THE FINAL PRODUCT

Proofing is the process of producing a “reproduction” or “facsimile” of the contents of a file used for the final printed product. The Validation® Premium Proofing Media offers a selection for all types of proofing.

TYPES OF PROOFING

- **Contract Proofs** usually serve as an agreement between customer and printer and as a color reference guide for adjusting the press before the final press run.
- **Imposition Proofs** are used for layout, folding, and scoring. These proofs are used to make sure pages are imposed correctly and do not generally require color accuracy.
- **Color Proofs** are generally used throughout the design process for internal review. Think of when you choose to print to an office copier in color versus black and white. The requirement is to see color, not that the color is 100% accurate.

INDUSTRY SPECIFICATIONS

GRACOL AND SWOP

Validation® adheres to today's proofing industry specifications and future specifications. Specifications are what makes proofing easily transferable from one location to another or even one technology to another.

SPECIFICATIONS

GRACoL® 2006

GRACoL® 2013

SWOP 3

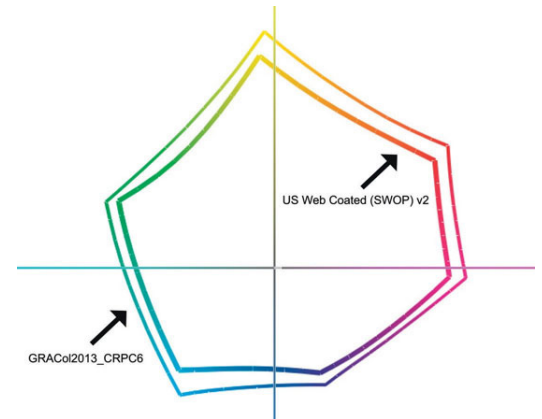
SWOP 5

Ultra Blue

FUTURE SPECIFICATIONS

Medium OBA

High OBA



The universal adoption of the GRACoL 2006 and 2013 guidelines has optimized the color reproduction processes of printing companies across the country as well as finding its place worldwide. The alignment to these guidelines provides predictable and repeatable products for printers and print buyers. The communication of color has been significantly improved through the successful implementation of proofing guidelines.

Proofing guidelines are designed to ensure proofing media and proof verifications closely match printing papers and the final printed product. The 2013 GRACoL guideline aligns with a transition in the print industry. That transition was the addition of optical brightening agents (OBA content) contained in press stocks. OBA content can be detected through color measurement, specifically spectral curves and evaluation of the b^* value of papers.

Ultra Blue proofing products have been added to address the increasing OBA content being added to today's printing papers. The Idealliance has published beta datasets for two future standards to address this trend. The goal of these new products and specifications is to better visually match proofing papers to press papers.



EV250

250 GSM PREMIUM PROOFING COMMERCIAL - GRACOL 2006 & 2013

Engineered so that both 2006 and 2013 GRACoL® standards can be achieved.

EV260

260 GSM EVERYDAY PROOFING COMMERCIAL - GRACOL 2013

Engineered to align with the 2013 GRACoL® standard.

EV255

255 GSM PROOFING “ULTRA BLUE”

Engineered to visually match press stocks with high OBA content.

EV250S3

250 GSM PROOFING PUBLICATION - SWOP3

Engineered to align with the SWOP3 standard.

EV250S5

250 GSM PROOFING PUBLICATION - SWOP5

Engineered to align with the SWOP5 standard.

EV140MC

140 GSM MATTE COATED PROOFING PAPER

Engineered to match uncoated press sheets.

EV100IMP

100 GSM IMPOSITION PROOFING PAPER

EV205PS

205 EVERYDAY PHOTO PAPER

EVCFL4INT

4MIL INKJET CLEAR FILM WITH INTERLEAF

EVCFL4SS

4MIL INKJET CLEAR FILM WITH SIDE STRIPE