

*efi Fiery® Graphic Arts Package, Premium Edition*

Build a more profitable  
print workflow



# Are your profits going in the trash?

Do these scenarios sound familiar?

- Holding up production to return a job to prepress for a fix
- Wasting clicks trying to determine color correctness
- Preflight software that doesn't catch all potential issues
- Jobs rejected for color or quality issues
- Press time wasted for print quality troubleshooting
- Time-consuming preparation of client soft proofs



Turnaround times are always tight, and margins are narrow. Rework essentially eliminates any profit from the job. So what tools do you need to eliminate wasted prints and maximize shop profitability?

## Stop wasting clicks

Eliminate wasted prints and keep your print engines producing profitably with Fiery® Graphic Arts Package, Premium Edition. View your print jobs exactly as they will print, right at the Fiery server, without printing a single page — allowing you to proactively fix issues before more profits end up in the recycle bin.

## How does waste affect your workflow?

Waste is more than just physical prints. Inefficient processes lead to wasted employee time, and wasted time means fewer employee hours available for profit-generating production tasks. Some of the most common reasons for waste can be caught and fixed by Fiery Graphic Arts Package, Premium Edition, having the potential to decrease cost and increase profit.

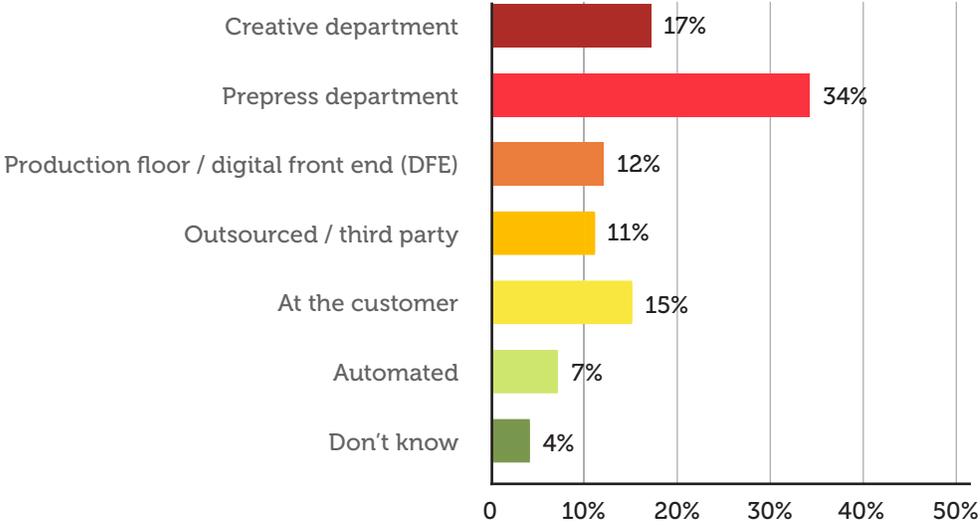
Rejected jobs are a major source of waste. About 25% of print service providers experience spoilage from a lack of preflight checks. Fiery Graphic Arts Package, Premium Edition enables automation of key preflight checks, reducing waste and eliminating job rejections due to preventable errors.

Another way to eliminate wasted prints is to provide clients an accurate soft proof. Approximately 50% of all print volume consists of jobs that require a soft proof to the customer for content or color approval, with the majority of print service providers taking five minutes to create a soft proof. With Fiery Graphic Arts Package, Premium Edition, you can easily generate a color-accurate soft proof from the post-RIP raster file simply with one click of the mouse — saving time and getting jobs to the customer and subsequently into production faster.



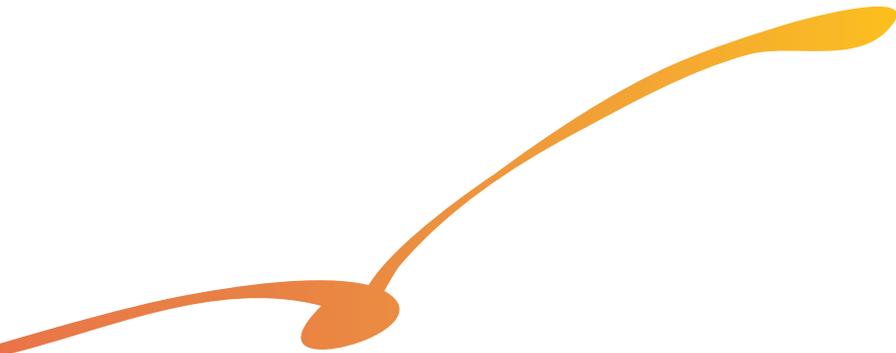
# For digital, custom jobs, where are color corrections typically performed?<sup>1</sup>

Does your prepress or creative department have to correct color on over half of the jobs you run? Not only does this take time, but if they're experimenting with changes and making proof prints, it's costing you press time and click charges. Correcting color at the Fiery DFE with the post-RIP raster ensures a faster, more precise process.



"Softproofing files to preview how jobs are exactly going to print helps me reduce print errors and reduce waste dramatically."

CINDY LEY, PRODUCTION SPECIALIST  
ALLIED RELIABILITY GROUP



<sup>1</sup>Workflow ROI Study, InfoTrends 2014.

# Reduce the cost of producing print

Fiery Graphic Arts Package, Premium Edition provides the most powerful, comprehensive toolset to identify and correct print production problems before they result in rejected jobs and wasted clicks. Complete integration of these tools with the Fiery digital front end (DFE) makes it quick and easy to troubleshoot problems to minimize both employee and engine idle time.

## Fiery Preflight



The only preflight tool that connects to the Fiery DFE, Fiery Preflight can provide the most detailed information about key job resources that other preflight software may not fully identify.

- Check for missing elements like spot colors, VDP resources, or fonts
- Identify potential errors like low-resolution images or overprint
- Configure Fiery Preflight to match your custom error-checking requirements and set presets for frequently used settings
- Automate through Fiery Hot Folders



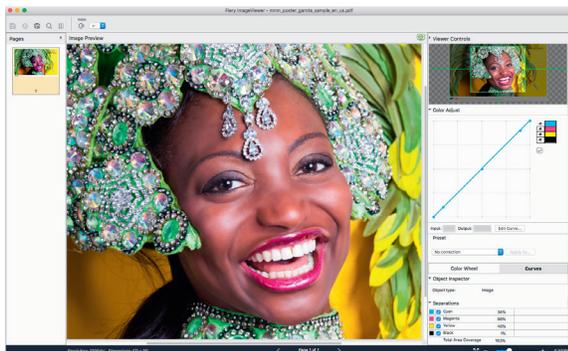
**Integrates with Fiery JobFlow™ for a touchless, fully automated job inspection workflow.**

## Fiery ImageViewer



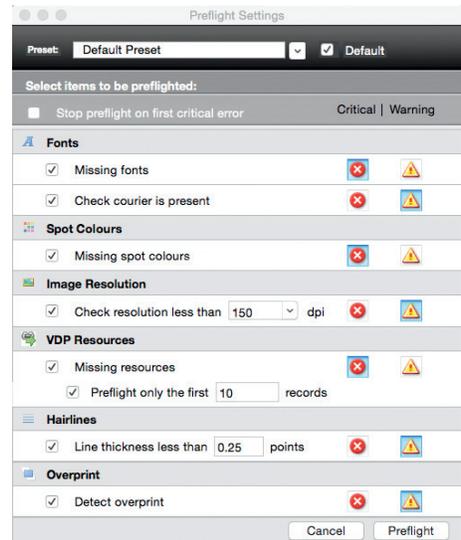
With Fiery ImageViewer, what you see is what you print. Examine post-RIP raster files at full resolution and measure actual output color values. Eliminate wasted prints by seeing exactly what will print.

- Make color corrections on the fly, right at the Fiery DFE or any Fiery Command WorkStation® client – no need to re-RIP the file or send it back to prepress for edits.
- Use intuitive tone curves to adjust color. Save custom curves for use with other jobs or in automated workflows that make color edits fast and accurate.

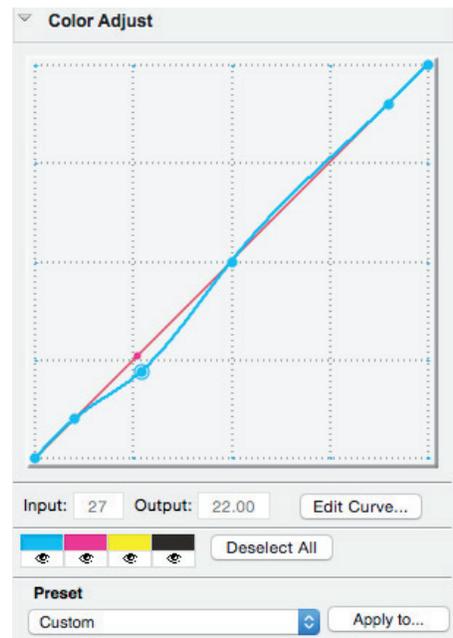


Fiery ImageViewer provides a visual interface for color edits\*.

\*some features require a system compatible with ImageViewer 4.



Fiery Preflight configuration screen.



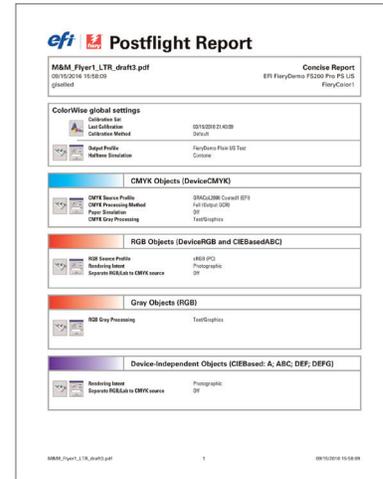
Simply drag the curves to adjust the color. You can also save as a preset for repeated use.

## Fiery Postflight



Visually identify and diagnose problematic page elements in post-RIP raster files. Postflight provides an additional level of analysis to complement Fiery Preflight.

- Color-coded reports illustrate potential color management errors
- Availability of spot color elements on the Fiery DFE is easily identified
- Postflight includes a print sample to confirm color and image quality



A color-coded report helps determine potential color management errors.

## Fiery Control Bar

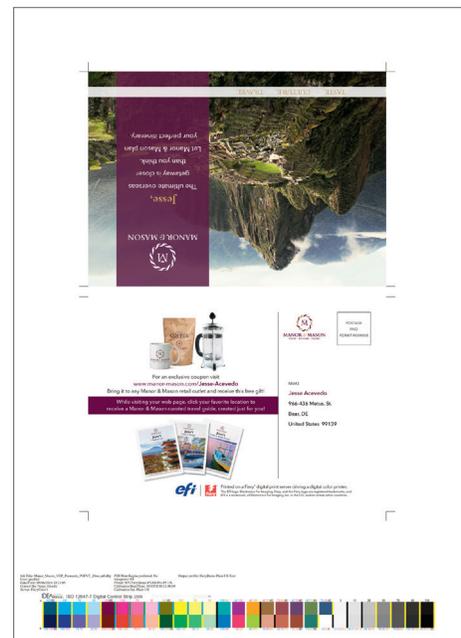


Fiery Control Bar is a process control tool integrated with the Fiery DFE. Monitor print quality over time to deliver the most consistent print production and eliminate color matching failures.

- Choose from factory-standard color bars from Idealliance or Fogra, or upload your own color bar
- Flexible page placement to fit a wide range of sheet sizes
- Customize job information to include production variables such as press name, halftone screen, resolution, profile, and more
- Easily design custom control bars with Fiery Control Bar Builder



**Integrates with Fiery Verify (part of Fiery Color Profiler Suite) to measure color against industry standards.**



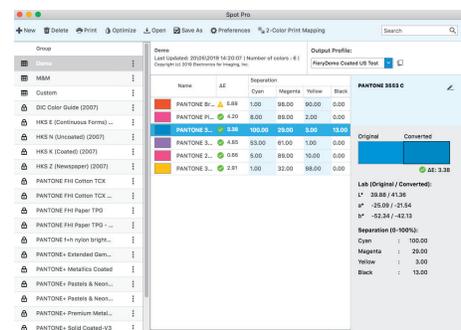
Including a control bar on printed pages helps ensure color process control.

## Fiery Spot Pro



Fiery Spot Pro\* provides powerful spot color management tools that deliver consistent, accurate brand colors. Learn more at [www.EFI.com/spotpro](http://www.EFI.com/spotpro).

- Quickly and easily create custom colors, groups, and swatch books
- Work seamlessly with designers to ensure brand color consistency: export/import libraries in ASE or CXF format
- Customize and optimize spot colors using powerful tools
- Easily conform to industry standards with configurable gamut warnings



Fiery Spot Pro provides powerful tools for complete brand color management.

\*available for Fiery FS200 Pro and newer external servers only.

# Build a more profitable print workflow

Use the components in Fiery Graphic Arts Package, Premium Edition to implement a simple, production workflow so that every print is sellable. Or, use individual components for standalone troubleshooting.

Learn how you can try Fiery Graphic Arts Package, Premium Edition on external Fiery FS200 Pro and newer servers for free at [www.EFI.com/gappe](http://www.EFI.com/gappe).

Start with **Fiery Preflight** to spot potential issues at the earliest possible point.

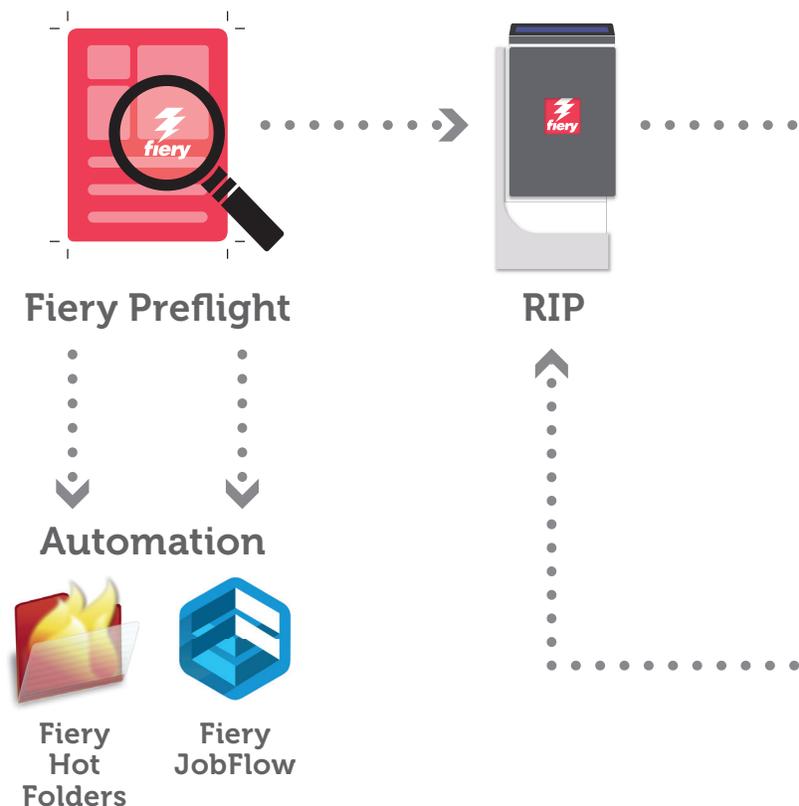
**Scenario:**

The Fiery Preflight report indicates that a file has a missing spot color. This could result in prints with inaccurate brand colors.

**Solution:**

Add the missing spot color in **Fiery Spot Pro**.

**Fiery Preflight works seamlessly with Fiery JobFlow and Fiery Hot Folders to automate the preflight process.**



View the post-RIP raster files in **Fiery ImageViewer** to see exactly what is about to be printed. If the file looks good in Fiery ImageViewer, you can confidently send the job to the print engine.

**Scenario:**

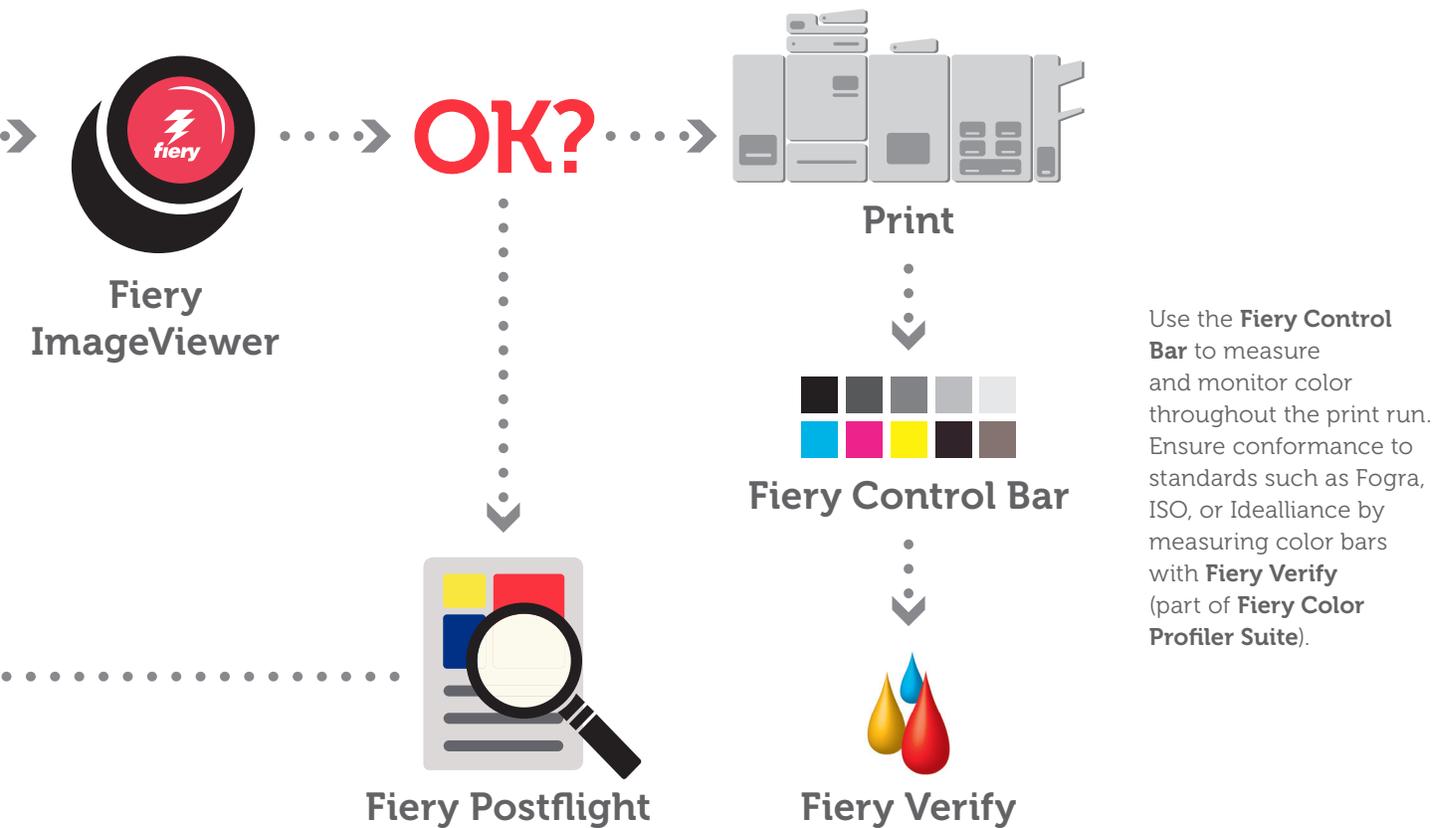
A photo in a brochure has a magenta cast. Sending it back to prepress for correction will delay production.

**Solution:**

Adjust the magenta curve in Fiery ImageViewer, then print the brochure (no need to re-RIP the file).

**Soft proof:**

A soft proof is just a click away to send to the print buyer for color and/or content proofing and approval.



If the color quality of the job in ImageViewer is still not acceptable, turn on **Fiery Postflight** for an additional level of analysis.

**Scenario:**

One photo on a flyer looks dark and posterized, which would not be acceptable to the print buyer.

**Solution:**

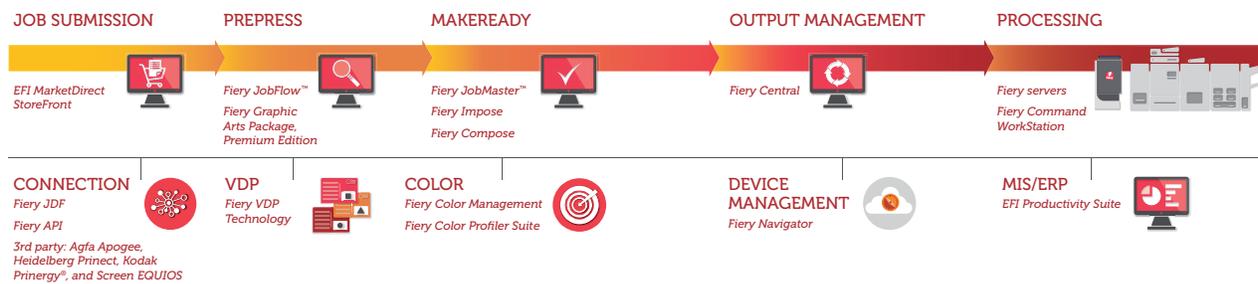
Use the Postflight report to identify the profile associated with the image. Change color setting in Job Properties to properly color manage this image.

## Other components of Fiery Graphic Arts Package, Premium Edition include:

- **Two-color print mapping:** Useful for proofing or plate-making for two-color presses
- **Halftone simulation:** Enables customizable screen simulation for dot proofing
- **Paper simulation editing:** Allows the user to manually adjust the white point of CMYK source profiles so that proofing of paper white can be fine-tuned
- **Configurable auto-trapping:** Provides complete control over trapping with advanced settings
- **Hot Folder filters:** Offers filters for JPEG, EPS, PDF/X, TIFF, and 1-bit TIFF for some printers

## Fiery Workflow Suite

Fiery Graphic Arts Package, Premium Edition is part of the Fiery Workflow Suite, a comprehensive set of advanced tools that streamline and automate print processes for a new level of productivity from job submission to output. For more information, go to [www.efi.com/fieryworkflowsuite](http://www.efi.com/fieryworkflowsuite).



## Request your free trial

Learn how you can try Fiery Graphic Arts Package, Premium Edition on external Fiery FS200 Pro and newer servers for free at [www.efi.com/gappe](http://www.efi.com/gappe).

## EFI fuels success.

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