

Your “color expert in a box”

ColorTrack software facilitates fast, accurate press-side correction of ink formulations.

Without any hardware modifications to the press, our ColorTrack software seamlessly integrates with ink recipe software to not only simplify workflow, but also dramatically reduce the number of ink corrections needed to achieve accurate, optimal color.

Meeting the quality and consistency demands of brand owners has become increasingly difficult. BALDWIN Vision Systems, in partnership with ColorConsulting, has developed a “color expert in a box” that automates the process of delivering absolute consistency from press-to-press, shift-to-shift, and plant-to-plant.

With human color experts, three to five color corrections on startup are typical for a new job—or even six to eight for difficult colors. ColorTrack can achieve accurate color in one or two corrections. ColorTrack is the only software solution that offers this level of press-side connection between color measurement and ink management.

Color Management Breakthroughs

Pre-Laminate/Post-Laminate Color Support

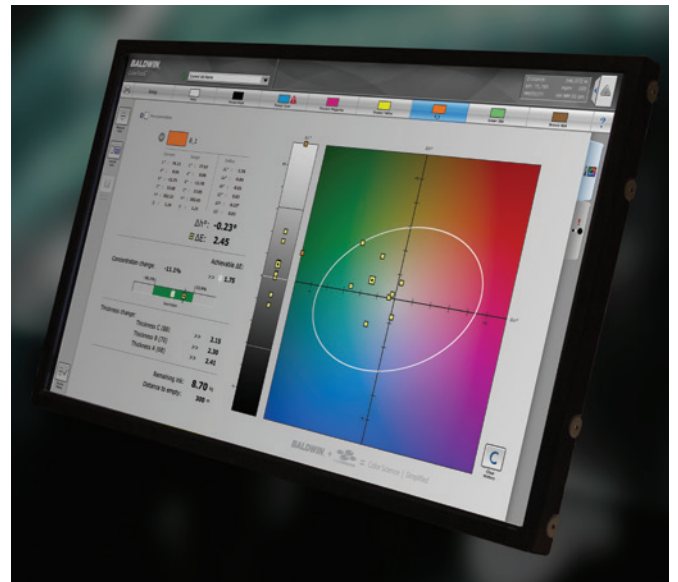
Define both pre- and post-laminate color targets within the job, measure color inline, and use both targets to manage the difference on-press. This first and only automated workflow solution replaces cumbersome “trial and error” methods of achieving post-laminate color that is within your customers’ specifications.

ColorTrack Press-Side Recipe Correction Module

For the first time, it is now possible to track ink quality and manage corrections when needed at the printing press—with one product. The new ColorTrack Correction Module streamlines the correction process, allowing for fast, accurate color correction at the press to dramatically reduce waste caused by color problems.

Ink Strength/Anilox Color Correction

Manage ink color without correcting ink! Avoid the cost and time involved with recipe corrections by managing print conditions. Accurately predict the impact an ink concentration change or anilox change will have on color. Advanced “Perifarbe” math formulas tell you if and how the best-match can be achieved.



ColorTrack can achieve accurate color in one or two corrections on startup.

Spot Color Tone Value Calculation to ISO 20654

Designed specifically with Packaging print in mind, the Spot Color Tone Value Calculation allows you to conform to the new ISO 20654 standard by showing how well your Spot Color mid-tones match your targets.

Enhanced Color Measurement through Strip Scanning

Gather a full set of color targets for solids, tones, and substrate in one sweep with a hand-held spectro. Measure and average multiple color strips.

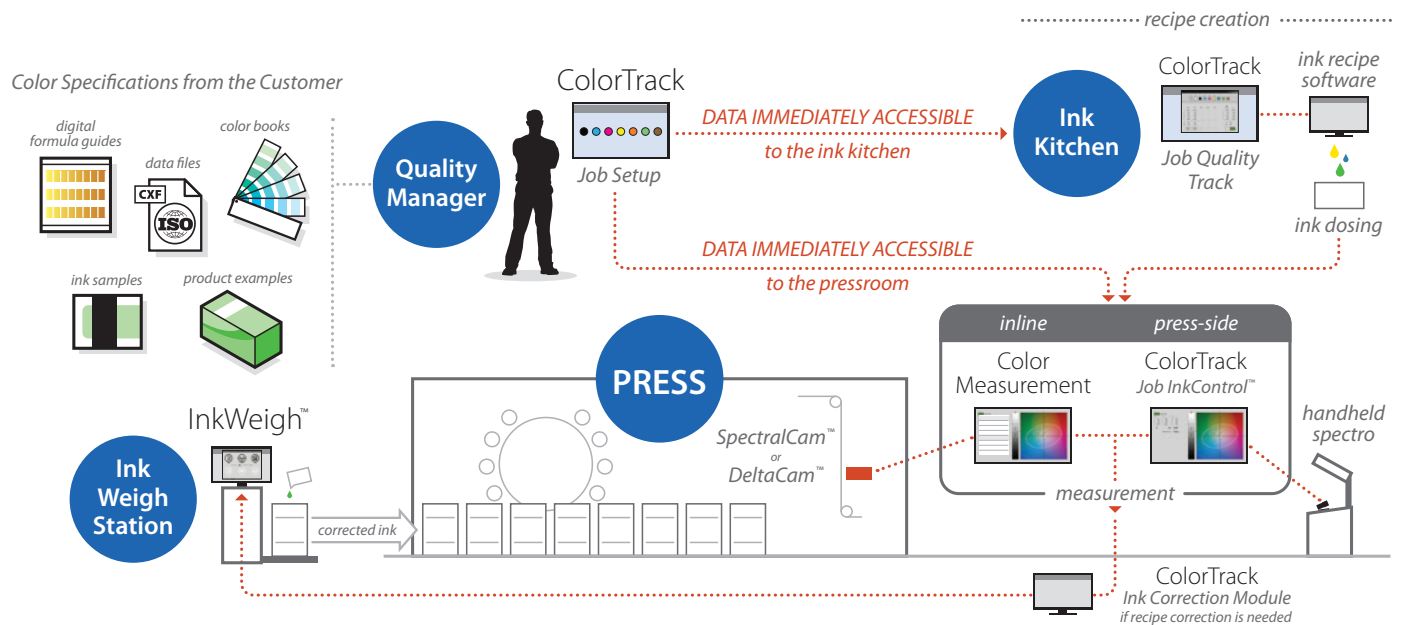
Simplified Ink Quantity Tracking via Patented “Virtual Scales”

Actively track ink consumption without the use of costly scales on each ink unit. Because it is software-based, this precise tracking solution can be retrofit to any flexo or gravure press, allowing you to standardize on a single color management solution across any range of press types and models.

Complete, Simplified Workflow

Increase press productivity 25% or more. Reduce color makeready and setup time up to 75%. Keep records of which ink batches are used. Dramatically reduce ink inventory and storage needs.

ColorTrack's complete, simplified workflow



More Features and Benefits

- Press-side recipe correction
- Reduce ΔE by 50% or more with each color correction
- Single solution for color measurement and ink recipe correction
- Easy-to-use operator user interface requires little training
- Direct connection from customer inputs—data files, product examples, ink samples, digital formula guides, color books, etc.—to ink recipe creation, to press-side correction
- Keep accurate batch records across all presses and printing facilities
- Save measurement data for color quality reporting
- Dramatically reduce ink inventory, storage needs
- Decrease liability exposure and rebates, increasing profitability
- Integrates with ink recipe software: Search databases for the best recipe match
- Optional Job Setup module allows complete job configuration off-press, saving setup time on-press. Job data is immediately available to the ink kitchen and the pressroom
- Store and quickly recall commonly-run jobs, set up next jobs remotely, set up the next job while the current job is running
- Manage and correct overprints
- Optional InkWeigh™ helps the operator weigh the exact amounts of ink components to correct the color
- Meet or exceed brand owner expectations
- Provides a new competitive advantage to attract brand owners and print buyers

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