
M.A.S.-Your Industry Leader In Color Management

About Proofs...

- The only purpose of a pre-press proof is to simulate how the job will appear on press.
- Prints made on an un-profiled desktop printer are NOT pre-press proofs and will usually be rejected by your printer or made-over at additional cost.
- When viewing press sheets, it is best to simulate the same viewing manner performed at the installed location site. (Exp: Banners -hang sheet on wall and step back to view at a distance. Floor mat - lay sheet on floor and view looking down on it.)
- Ideally the optimal lighting used for viewing of proofs and press sheets should be under ISO-standard D50 lighting. Non-standard illumination, such as office fluorescent lighting, will often cause a good proof or press sheet, that looked acceptable under D50 lighting, to look unacceptable. (Exp: Fluorescents can make images appear yellow)
- It is theoretically impossible for even the most skilled printer to exactly match a pre-press proof. Every generation in the production of the product takes you farther from the original.
- Printing should closely resemble the approved proof in the most important colors, but will always have some slight differences.
- If the proof and press sheet are printed on different colored stock, expect the image areas, especially the lighter colors, to be affected by that color shade difference.

The three shade simulations located at the right illustrate how an image proofed on one substrate shade doesn't match the same image printed on a different substrate shade.

At M.A.S. Industries, we have the expertise and technology to provide our customers with proofs that simulate your substrate color, thus providing you with a more accurate representation of your printed product before it goes to press.



M.A.S. INDUSTRIES, INC.
- Custom Specialty Printing -
1050 Pilgrim Road, Plymouth, WI 53073
1-800-528-1931

Visit us on the web at:
www.mas-ind.com

