

Mastering PrintFactory Sales : Demo Steps

Installation:

- Show all modules installed on the Desktop/Start Menu/Dock.
- Open Software Manager and show license devices and explain the devices shown here will be the devices available to add to the RIP. Show RIPs used, Editors Used etc.

RIP:

- Open RIP and add a device (any printer or cutter available on the license)
- Explain connection options and how they differ between different printers - USB, TCP/IP, Folder.
- Give a quick walkthrough of the Device 'Options' tab.
- Explain the floating windows and Preview window/ device status/ system load
- Show how to add or remove media sizes for each device.
- Main window: Right click job and explain:
- Inspector: show color breakdown and zoom function, measure and if cut job, Simulate Cut order.
- Job Info,
- Backup,
- And other self explanatory options (Start job, Layout etc).

Calibrator:

- Open Calibrator, give a walkthrough of UI.
- Show printers drop down menu.
- Open Visu wizard and build a profile with real or dummy data and explain each step. Refer to: <https://help.printfactory.cloud/knowledge-base/create-a-visu-pmm/>
- Explain the importance of exporting the measured data to avoid having to re-measure in case of a software crash.
- Explain how printer settings such as pass/resolution etc will differ for each device.
- Explain different inksets(single/multi channel) and show White ink inclusion, including White ink linearization.
- If applicable explain one step right click VISU conversion on HP Latex ICC or Epson SC EMX profiles.
- Show import/export PMM
- Explain profiling variants, refer to: <https://help.printfactory.cloud/knowledge-base/profiling-variants-for-mx-and-visu/>

- Show the dot gain adjustment tool, refer to:
<https://help.printfactory.cloud/knowledge-base/dot-gain-gray-correction-curve/>
- Show and explain the LAT tool.
- Now the PMM is built, show the Printer > Media > Mode workflow.
- Show mode [+] options such as Print Settings and Spot Colours.
- Show how to edit the PMM using the Edit button
- Show import spot colour library to a PMM.
- Show how to import a spot colour.
- Show how to tune a spot colour, and emphasize the importance of the save icon.
- Show how to export a spot colour library.
- Show how to re-calibrate a PMM.
- Show how to duplicate a PMM, explain this is useful for making changes without affecting the original PMM.

Layout:

- Open Layout, explain if no PMMs are built then it will not open, just 'searching for printers'.
- Give a walkthrough of Layout UI.
- Show options to turn on or off different floating windows.
- Open Layout preferences and show where to set the input colour settings and the reference profile.
- Explain Layout Submit behavior.

Top of Layout window

- Select image: show that top shows image properties. Select the canvas => show canvas properties at top.
- Show media size options including margins and colourbars. Explain how the media size list is related to RIP device media sizes.
- Show PMM selection.
- Show job resize and placement options, by specific size or percentage.
- Show Job Rotation, mirror and fit to page options.
- Show how to load jobs into the jobs list, two different methods. (File>Add Job, or + button)
- Explain that jobs can be reordered in the jobs list for 'Job Order' nesting policies.
- Drag two items onto the canvas, show how to increase the number of copies including the step & repeat button next to the copy number.
- Show job resize and placement options, by specific size or percentage.
- Show Job Rotation, mirror and fit to page options.

Alignment and nesting

- Explain the most commonly used alignment options, left, right, centre.
- Show different nesting policies and explain each policy will nest slightly differently, the names are self explanatory.
- Show nesting gap VS butt-up nesting.
- Show True-Shape nesting.

Image marks

- Move to Image marks, select an image and give walkthrough of various mark options:
- Labels and Label Placement,
- Bleed options,
- Explain Document bleed
- Border options,
- Explain 'Cut' border options,...

Cutting

- Go to Cutting Tab, enable a cutter (e.g. Zund)
- Explain cut mark options such as placement and others.
- Explain 'Marker Definition' window
- Show mapping spot colour to cut tools.
- Explain when the job is submitted it will be split into two separate files. (one for print, one for cut) - [Show in RIP]

Editor:

White Generation

- Select pmm with white and show the options. (Use Editor to visually represent the option)
- When showing White gen. Show where the printer, cutter are and quick UI.
- Map spot to cut tool

Back to RIP

- Show how to add a Queue and give a walkthrough of Queue options and Explain all Layout features in Queue. / Workflow (Connect)

How to demonstrate Ink Saving:

This guide explains best practice for proving Ink Saving. This process needs to be disciplined and only applies to certain ink types. Do not try to prove ink saving if the ink type is not defined here:

Inks you CAN use to demonstrate ink saving:

- UV
- Aqueous

Inks you CANNOT use to demonstrate ink saving:

- Solvent
- ecoSolvent

Process:

- Ensure that the resolution and passes are exactly the same between the existing RIP and PrintFactory. The comparison has to use identical variables as far as possible.
- Use the PrintFactory Evaluation Chart
- Take two identical substrates(A+B) cut to identical size and weigh them individually.
- Print on substrate A with the existing RIP/profile
- Print on substrate B with the PrintFactory RIP/profile
- Weight each substrate individually

Calculate the ink saving as follows:

- Substrate A before printing minus substrate A after printing equals amount of ink used in mg
- Substrate B before printing minus substrate B after printing equals amount of ink used in mg
- Divide ink used B by ink used A to get the percentage ink saving.
- For example - Oce Arizona - 216gsm B2 Offset Sheets each weights 1404mg

Substrate A weighs 1418mg after printing

Substrate B weighs 1410mg after printing

So the calculation is

A before - A after = 14mg

B before - B after = 6mg

B / A = 42%