



THE FRIESENS WAY



TO EFFECTIVE PRESS CHECKS



WELCOME TO FRIESENS!

At Friesens, we want your colour approval experience to be enjoyable. Every project matters to us but having you here for a Press Check gives our team a chance to work with you directly and deliver results that meet – and hopefully exceed – your expectations.

If it's your first Press Check, it might feel a little intimidating. Don't worry – we've done this countless times and will make the process simple and stress-free. If you're a Press Check pro, we can't wait to collaborate and hear your input.

BEFORE YOU ARRIVE

Most visitors fly into Winnipeg, where we'll pick you up at the airport and drive you to our plant – about 90 minutes, depending on traffic. Another option is flying into Grand Forks and crossing the border at Pembina, ND, which takes about two hours.

Check the weather before you pack – summers are warm, winters are cold! Inside our facilities, everything is climate-controlled for your comfort. You'll also have high-speed internet and a comfortable workspace.

For your stay, Friesens offers modern customer suites right across from our Printers Way facility. They include workspaces, Wi-Fi, a kitchenette, laundry, a cozy common area with couches and a TV, plus, of course, a library of books! It's your home away from home.

VISITOR GUIDELINES

- Sign in and out at Reception when entering and leaving any facility.
- Wear your ID badge so it's visible at all times.
- Return to Reception at the end of your visit.
- No photos unless you have a signed Friesens Photography Policy on file.
- Closed-toe shoes are required in the plant, and hearing protection where posted. Secure purses, ties, jewelry, and any loose items while in production areas.
- Food allergies or dietary restrictions? Let your Project Specialist know before you arrive and we'll do our best to accommodate.

ARRIVING AT THE PLANT

Your Press Check is just as important to us as it is to you. Our goal is to make the process smooth and efficient so you can get your work done quickly and leave knowing your project meets – or exceeds – your expectations.



OPENING MEETING

PURPOSE:

To introduce everyone and start open communication.

WHO'S THERE:

You'll meet your Press Operator, Pressroom Supervisor, and your Project Specialist or Sales Manager.

WHAT TO EXPECT:

This meeting kicks off the conversation with our team. It's your chance to share what matters most to you and highlight any areas needing special attention.

TIMELINES:

We'll give you an agenda so you know when Press Checks happen and when your project will be complete – and you can head home.

PLANT TOUR:

If time allows, we'll show you around before your first Press Approval. If not, we'll fit it in between Press Checks.

OUR EXPECTATIONS OF YOU

- Point out any images needing extra care and share your likes or dislikes.
- Have a basic understanding of the offset printing process.
- Be on time for Press Checks.
- **FUN FACT:** Bright clothing can affect how colours look on press sheets! If colour accuracy is critical, consider what you wear.

WHAT YOU CAN EXPECT OF US

- Friendly, courteous service throughout your visit.
- Scheduled Press Check times.
- Printing matched as closely as possible to calibrated monitors, approved proofs, or verified samples.
- Professional help to achieve the best results.
- Clear explanations if compromises are needed...sometimes unavoidable in offset printing.

YOUR TIME IN THE PRESSROOM

Press Checks at Friesens take place right at the press under ISO 5000K lighting, which closely mimics natural light. You'll work directly with the Press Operator at the console, reviewing your goals and confirming what is – and isn't – possible on press. Communication is key, so be sure to ask about anything you're not sure of, like page sequence, colour registration, or marks, and let the operator know if certain elements need extra attention.

When the operator has a sheet that looks like a good match, they'll present it to you along with colour proofs or any requested samples. The first sheet is critical because it sets the colour densities for the entire job; approving it usually takes 10–15 minutes, though the first one can take up to 30 minutes as we establish the baseline. If it takes longer, we'll pause and meet to resolve any issues. Once you approve a sheet, you'll date and sign it, and that sheet becomes the standard for the rest of the run.

Our presses use advanced technology, including PECOM, which links Press and Prepress so ink keys are set electronically from your colour file for quick, accurate adjustments. Press Checks are for colour only, not content, and major changes at this stage can be costly. Minor adjustments are fine, but keep in mind some limitations:

- proofs on glossy paper may look different on press
- fluorescent or bright colours may appear less vibrant than inkjet proofs
- ink can vary from side-to-side but not top-to-bottom, so compromises may be needed between heavy and light coverage areas.

After approval, the operator will monitor the run to ensure consistency with your signed sheet.

WHEN YOU'RE DONE

Once the job is complete, you're welcome to take press sheets home. We can provide them as flat sheets rolled in a tube or as hand-folded, gathered signatures that show pages in sequence.

COLOUR MANAGEMENT

Modern printing builds colour settings into the original files and calibrates the press to match. The goal is for the press to run to standards so the final job looks like the approved proof – not to make big changes on press. If something doesn't match, the image should be adjusted and a new proof and plate created.

Colour Management isn't simple. It requires the right equipment, regular calibration, and skilled people. Monitors and proofing devices must stay consistent so results are repeatable. Low-cost devices often need frequent calibration – or may not hold calibration at all.

Once monitors and proofers are stable, profiles link them together so what you see on screen matches the proof. Each device needs its own profile, and this usually only needs to be redone if variables like monitor brightness or paper type change.

At Friesens, our Prepress and Press teams manage colour across monitors, proofers, platesetters, and presses. Everything is profiled to one standard and tested regularly for accuracy.

While Colour Management isn't perfect, it makes Press Checks faster and easier. For best results, the process must start with colour separation – it can't be added at the end. Want to learn more? Ask for our High-Res Tool Kit or talk to Tech Support.



HOW WE VIEW COLOUR

Colour is subjective – everyone sees it a little differently. Here's how we keep things consistent at Friesens:

- **Lighting Conditions:** The lighting at the press follows the North American Proofing Standard (ISO 5000K) and the walls are painted a neutral grey to avoid colour bias.
- **Colour Perceptions Tests:** Our Press Operators are tested annually and must score in the top percentile for colour perception.

Densitometers: Every press is equipped with densitometry – and some with spectrophotometry – to ensure each sheet meets standards for grey balance, dot gain, ink density, and trapping.



PRESSROOM TERMINOLOGY AND KEY CONCEPTS

REGISTRATION:

Registration means colour alignment. If elements are off by more than one row of dots, they're out of register. Cross-hair targets in the colour bar show alignment, and trim marks often help too.

DRYBACK:

Ink looks different once dry. Gloss-coated sheets show less dryback; dull or smooth sheets show more.

DOT GAIN:

When halftone dots print larger than intended, making images darker and reducing detail. It's common in offset printing and influenced by press conditions, ink, and paper. We follow GRACoL standards and monitor colour bar squares at different screen percentages

SLUR TARGETS:

Patterned squares for each process colour that reveal ink slurring – ragged edges or double images caused by sheet or press movement.

GREY BALANCE:

The right mix of cyan, magenta, and yellow creates a neutral grey. Grey squares in the colour bar help monitor this. If they're off, colours shift – like too much magenta making things look pink.

TRIM MARKS:

Guides for folding and trimming the sheet.

INK DENSITY:

Refers to ink thickness. Solid colour squares in the colour bar help us track consistency across sheets. We measure this with a densitometer.

COLOUR BAR:

Printed in the trim area, the colour bar is a key tool for monitoring quality. It checks ink density, trapping, dot gain, and grey balance. Each part serves a specific purpose, and while colour bars vary, they all follow the same principle.

TRAPPING: (Two meanings)

- Adjusting colours in prepress to avoid gaps or overlaps.
- Ensuring one ink prints properly over another. We check colour bar squares where two colours combine (yellow + magenta = red, etc.) – they should look smooth.





PAPER, PRESSES, AND INK

Colour can be influenced by many factors but press and paper are two of the biggest.

- **Press:** It's true – no two presses print exactly the same. Things like age, packing, roller condition, and plates all play a role. At Friesens, we standardize and regularly calibrate our presses so they print as consistently as possible.
- **Paper:** Not all paper is the same “white”. Shades vary, and that affects how images look. Brightness can range from 88-96, and paper may be coated or uncoated.
- **Ink:** Ink colour depends on pigment concentration. We use high-pigment inks for vibrant, accurate colour that meet ISO 9000 and GRACoL standards. These inks dry quickly and reduce dryback.
- **LED Press:** We also use LED-curable inks on some presses for faster curing. LED presses use less energy for a lower environmental impact.
- **Standard Offset Press:** Our inks are vegetable-based and eco-friendly, combining sustainability with top-quality printing.

**WE HOPE
YOU'RE HAPPY!**

At Friesens, our goal is to turn customers into raving fans. We know a tough Press Check can feel stressful, so if you're ever unhappy during the process, please speak up. Stop the check and let's regroup – your satisfaction matters more than press time.

We'll sit down with our Press Operators, Colour Specialists, Supervisors, and Managers to get things back on track.

Remember, we want you to have a great experience, and we want you back again!