COLOR MANAGEMENT OF DIGITAL TEXTILES

SCOTT DONOVAN - BLEUPRINTCREATIVE

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HELLO

SCOTT DONOVAN - BLEUPRINT CREATIVE

INNOVATIVE SOLUTIONS FOR DIGITAL TEXTILE PRINTING

• WITH OVER 30 YEARS OF EXPERIENCE IN THE TEXTILE AND PRINTING INDUSTRIES, BLEUPRINT CREATIVE IS THE LEADING PROVIDER OF INNOVATIVE SOLUTIONS FOR THE DIGITAL TEXTILE PRINTING INDUSTRY FORM CONCEPT TO COMPLETION. OUR RELATIONSHIPS WITH THE INDUSTRY’S PREMIERE PRINTER, SOFTWARE AND CONSUMABLE MANUFACTURERS ALLOW US TO CUSTOMIZE A SOLUTION THAT PERFECTLY FITS YOUR INDIVIDUAL NEEDS.
WHY ARE WE TALKING ABOUT COLOR AND DIGITAL TEXTILES?
35,000,000,000
TOTAL SQUARE METERS OF PRINTED TEXTILES - $165B

1,225,000,000
SQUARE METERS OF DIGITALLY PRINTED TEXTILES

3.5%
CURRENT AMOUNT PRINTED DIGITALLY
YEARLY GROWTH RATE OF 20% A GOOD TIME TO GET A HANDLE ON COLOR MANAGEMENT.
<table>
<thead>
<tr>
<th>PROCESSES</th>
<th>INKS/SUBSTRATES</th>
<th>HARDWARE/SOFTWARE</th>
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<tbody>
<tr>
<td>TEXTILE PRINTING IS</td>
<td>HOW OUR INDUSTRY HAS EVOLVED FROM SINGLE MIX COLORS TO A PROCESS WORKFLOW.</td>
<td>AS HARDWARE AND SOFTWARE EVOLVES TO MATCH MARKET DEMANDS, SO DO OUR TOLERANCES</td>
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<td>DIFFICULT. MANY STEPS</td>
<td>THE EFFECTS OF FABRIC CHARACTERISTICS AND COLOR.</td>
<td>FOR COLOR CONTROL.</td>
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<td>INVOLVED IN THE PRINTING</td>
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<td>ITSELF, NOT TO MENTION THE</td>
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<td>PROCESS OF THE FABRIC</td>
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<td>BEFORE IT GETS TO PRINTING.</td>
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PROCESSES

- PRETREATMENT OF FABRIC FOR DIGITAL PRINTING
- DIGITAL WORKFLOW
- PRINT ROOM ENVIRONMENT
- PRINTER STATUS
- POST FINISHING PROCESS
PRETREATMENT OF FABRIC
DIGITAL FILE WORKFLOW

SALES STATION
Share designs & galleries with teammates and customers

DESIGN STATION
Upload your designs and share them easily
Send working orders to the Print Station

Separation of RGB images
New colorways
Step & Repeat
Photorealistic simulations

PRINT STATION
Print paper or fabric samples
Receive working orders
Print working orders

YOUR COMPANY WORKFLOW CLOUD
Send working orders to the Print Station

nC
Share designs & galleries with teammates and customers

nS
Send working orders to the Print Station
PRINTER STATUS
POST FINISHING PROCESSES
INKS AND SUBSTRATES

- WHEN DID CYAN BECOME BLUE?
- EXPANDED INKSETS
- WHERE DID THE FABRIC COME FROM?
- AGE, STORAGE, COATINGS
EXPANDED INKSETS
WHERE DID THE FABRIC COME FROM?
AGE, STORAGE, COATINGS
INKS AND SUBSTRATES

- DOD INKJET PRINTING.
- MATERIAL HANDLING
- SOFTWARE DIFFERENCES
DROP ON DEMAND INKJET PRINTING
MATERIAL HANDLING
SOFTWARE DIFFERENCES

- Different RIP Engines
- How is the software driving the printer
- Calibration Techniques
- How Device colors are handled
- Preferred Workflows for each software
MILLION DOLLAR QUESTION

WHAT COLOR SPACE SHOULD I USE?
YOU HAVE TO MANAGE YOUR CUSTOMERS EXPECTATIONS
AS YOU CAN SEE, THE DIGITAL TEXTILE PRINTING PROCESS IS VERY COMPLICATED, ONE APPROACH TO COLOR MANAGEMENT DOES NOT FIT ALL. IT ALMOST GOES PRINTER TO PRINTER.

IT TAKES COMBINES A TRADITIONAL APPROACH TO DIGITAL WORKFLOW, WITH APPLICATION KNOWLEDGE OF TEXTILES TO MAKE IT WORK.
THANK YOU FOR YOUR ATTENTION.

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