BIC Training Courses

Training for an empowered, informed supply chain

SUCCESSFUL SUPPLY CHAINS START WITH PEOPLE

COURSE NAME: An Introduction to Paper & Colour Printing

WHO IS THE COURSE AIMED AT:
The course is aimed at those who are, or would like to be, responsible for the production of colour books. It provides a practical introduction to colour print and paper.

COURSE LEVEL:
The course is aimed at those new to colour production, and those who have learnt ‘on the job’ and would like a deeper understanding of the techniques and processes in the manufacture of paper and colour books.

COURSE CONTENT:
The course will have a practical bias and ensure that all theoretical elements are accompanied by a practical application. Each section will contain a problem-solving element, to enable the attendees to gain an understanding of the potential pitfalls, how to avoid them and how to spot them if they do occur.

Day 1 – Print and Bindery

Pre-Press, Colour Theory and Management
Providing an introduction to colour theory, including:

- The limitations of the CMYK print space vs RGB
- How an image is converted
- Why we use screens, what they are and their structure
- Ink density and how it is allowed for at this stage
- Trapping – what is it, and what is it for?
- A look at the different proofing options, colour profiles and calibration and the importance/effect of lighting conditions on perception. The FOGRA wedge and its uses
- What to check for on a proof, what you can and cannot see
- Impositions – what is imposition, why could it be helpful to know this in advance
- Plotter Proofs – what are they and what should you check for
• Plate Making – The technology, how litho plates work and how they are made
• Allowances on the RIP for dot gain etc. What can be corrected here and what can go wrong

The Different Print Processes
An introduction to the colour printing process, including a review of the different technologies available, and how to select the right one for your book.

Printing
An introduction to litho printing and press passing, including:
• A demonstration of how the press is made ready and an explanation of the press and its controls
• An explanation of tracking and the impact it can have on the finished book
• A guide to press passing, what to look for, how to achieve the result you want. What is and isn’t possible on press
• A practical demonstration of the impact of different paper types on the printed result.
• What can go wrong and how to spot it on a finished book
• When to use a spot colour and what are the advantages/pit falls

Binding
An introduction to binding including:
• The different binding types, what they are, what the differences are and how to select the right one
• What are the limitations of the technology and machinery – maximum trim sizes and extents
• How spine widths are calculated

Finishing
An overview of the cover finishes available, their uses and limitations and their impact on design, costs and schedules.

Packing and Distribution
An introduction to distribution to include:
• An explanation of shipping terminology and documentation
• How long the elements take and what can be done to speed them up
• What does the shipper/printer need to know
**Day 2 - Paper**

**How Paper is Made**
An on-site / hands-on look at how paper is made. The materials used and how they affect the papers properties.

**How to Assess Paper**
A clear and practical session looking at the different properties of paper (bulk, opacity, grain direction etc), paper types (coated/uncoated, matt, silk, gloss etc) how to assess them and what impact they have on the finished product.

**Paper and the Environment**
What is the environmental impact of paper usage:
- What are PEFC and FSC, what are the differences, how to become accredited
- Acid Free etc
- Recycled

**Day 3 – The Commercial Considerations**

**The Economics of Print**
A practical session looking at:
- How to request a price – what does the supplier need to know and the conventional way to present it
- How are prices constructed – an understanding of where the costs are accrued in the process and potential ways to reduce cost
- How printers manage their work load/capacity planning. Make ready, how long it takes and the impact on cost etc.
- What do you need to consider when selecting a supplier, the type of equipment they have, location, quality, expertise, flexibility, service, reliability etc. Long term deals vs spot buying

**Co-editions**
An introduction to the co-edition process, including:
- What do you need to consider when producing co-editions?
- How to set up the files, (text black etc.)
- What are the limitations it puts on the design
- What information should pass between the originator and the co-publisher
- The economics of co-editions
- How are they produced by the printer
How to Buy Paper
What to consider when purchasing paper, including:
- How to select the right paper for your job
- How to specify your needs to the paper mill/merchant
- Grain Direction – What is it and why is it important.
- How to calculate how much you need
- Replenishment of supply and the impact of surplus stock
- What can go wrong – how to spot a paper problem and resolve an issue (wavy books, shedding, etc.)
- The differences between US and UK paper supply

COURSE LENGTH:
2 and a half days + travel. Due to the availability of flights, we will fly to Verona on Sunday 29th March (in the afternoon); the course will run from Monday 30th March until Wednesday 1st April, and the group will fly back on Wednesday 1st April 2015.

COURSE DATES:
Monday 30th – Wednesday 1st April 2015

PRICE:
BIC Members: £450 + VAT
Friends of BIC: £520 + VAT
Non Members: £590 + VAT

Please note: travel and accommodation costs are not included in the above prices!

COURSE TRAINER:
Heather O’Connell – Bluebird Consulting
Heather has more than 20 years experience in book publishing. Specialising in book production she has held various positions including Production Director for Penguin Publishing and Harper Collins. She now runs a consultancy, using her passion for and knowledge of the industry to support a broad range Print and Publishing clients and industry initiatives.
Cartiere del Garda
Established in 1956, Cartiere del Garda is now the second largest manufacturer of coated wood-free paper in Europe.

Their ethos of ‘respect for the environment and consideration of the community’ underpins all of their activities and they have made sustainability an integral part of their operations and over the years and they have achieved the following certifications: ISO 14001; EMAS (Eco Management and Audit Scheme) registration; FSC® Chain of Custody Certification; PEFC™ Chain of Custody Certification.

Their expertise and modern plant make this the perfect location for this course.

Printer Trento
Established in 1980, Printer Trento are a successful and highly regarded organisation who work with many of the most prestigious publishing houses in Europe. In 2012 they were awarded the highly regarded best Italian Graphic Company “La Vedovella” for continuously updating their technology and environmental policies, their experience in providing products and services of the highest quality and above all, for their belief that printing a book must be a work of art in itself.

They print and bind all types of illustrated books from art and photography to science and educational, travel guides and children’s books as well as maps and calendars.

They were the first printer in Italy, the second in Europe, to install a large format CTP and have recently installed LithoFlash® on their printing presses. An innovative colour management tool that enables them to achieve the correct densities after as little as 60 printed sheets and then controls and if necessary makes adjustments sheet by sheet to match the approved colour, drastically reducing printing waste and make-ready time which equals great savings.

They pursue a model of sustainable development, were forerunners of of FSC and Carbon Trust Standard in the printing industry and continue to make investments aimed at reducing their energy consumption and emissions.

Their highly experienced team and modern factory make them a great location for the print element of this course.