

Stora Enso relies on JUST LED Normlicht for its innovative softproofing solution

# Cloud-based softproofing service

To make approval and coordination processes even easier in the future, Stora Enso has expanded its portfolio with a new cloud-based softproofing service that helps companies to further drive digital transformation in their operations. In order to be able to reliably assess the respective soft proofs on site, Stora Enso has a special box available for viewing under standardized lighting conditions in addition to the smart softproofing software. An indispensable component of this reliable proofing solution is the JUST LED moduLight 1-800 standardized light that provides perfect lighting conditions to ensure identical and verifiable viewing conditions for every soft-proof.

To make working remotely even easier in the future, Stora Enso has moved its softproofing service to the cloud. This update to Softproofing by Stora Enso has made working remotely much easier. With prepress quality checks that are now possible anywhere there is an internet connection, companies can now ensure that their print runs meet the required specifications. With the online process, users act quickly and cost-effectively.



*With Stora Enso's softproofing box with integrated JUST LED lights, proofing is always performed under standard-compliant conditions.*

After companies and offices around the world closed due to the pandemic, many businesses were forced to rethink their processes to ensure a smooth transition to a new way of working. While there was already a growing trend toward digital transformation within individual work processes beforehand, the Covid-19 restrictions and workflow breakdowns gave this trend another massive boost. To further support working remotely, Stora Enso has moved the softproofing service to the cloud rather than relying on a dedicated installed end device, making prepress quality checks easier and possible from any internet-connected location.

## **CONSISTENT STREAMLINING OF THE PROCESS CHAIN**

Softproofing technology, which has been available for many years, has gained a foothold in the packaging and catalog printing industries in particular. By digitizing prepress processes that previously involved a lot of effort in terms of sending hard-

proofs, corrections and formal approvals, softproofing streamlines this process workflow. It is easy to perform from anywhere and provides fast and carefully optimized proofs within hours, instead of days. As a result, softproofing generates real value through time and money savings.

Print approvals that typically required a visit to the printer, or several rounds of physical mail for control purposes, have been replaced by a digital service that provides instant access to prepress. „Our Stora Enso softproofing solution allows our customers to check the quality of the printed product before the actual print production. As a result, they and their customers receive a reliable preview of the print in real time, regardless of location and without having to send hard proofs,“ describes Martin Storm, Technical Sales Manager Print Efficiency, Stora Enso.

The fact that a print job can be viewed in detail before it goes to press also benefits printers in the form of shorter lead times and press scheduling. Users in agencies or companies can select paper types or simulate different materials to get an accurate picture of the print results and adjust the prepress files accordingly if necessary. In addition, the tool allows for error correction or changes in saturation and colors to ensure that the print meets expectations. By using specially designed software and specially calibrated screens viewed under standard lighting conditions, the softproofing service eliminates the need for traditional proof prints. Now that this process has been moved to the cloud, it allows printers to share products completely online for approval in the shortest possible time. Changes to color, saturation, alignment and text can be made on-screen while viewing, and comments are passed directly to the printer, allowing change requests or approvals to be decided very quickly.

## JUST LED COLOR PROOFING LIGHTS ENSURE RELIABLE COLOR ASSESSMENTS

A decisive factor in quality assurance is the viewing of prints under standard lighting conditions. Light is the crucial medium here. If one does not communicate via standardized conditions, there is ultimately no communication, since one cannot arrive at the same result. Standardized lighting is the common language of color, embodying a platform without which accurate communication is not possible. This is why Stora Enso relies on JUST LED technology in its softproofing boxes. These enable valid proofing under CIE D50 and CIE D65, including the option of switching in UV components.

„Since we at Stora Enso have created a sophisticated and mobile station for proofing in our softproofing boxes, together with JUST Normlicht we are able to achieve the exact environmental specifications according to ISO 3664:2009. Together we can offer this mobile station at fair conditions for the complete graphic arts industry, but also provide the right lighting backdrop in any other size to enable softproofing in any environment,“ explains Martin Storm. „JUST Normlicht LED lighting and Softproofing by Stora Enso means perfect harmony for color matching artwork, as the lighting can also be controlled directly via the software.“



**Martin Storm, Technical Sales Manager Print Efficiency, Stora Enso**

The use of JUST LED standardized lighting fixtures ensures consistently high lighting quality and homogeneity of illumination with low reflection behavior. The paper profiles stored in the software guarantee the exact representation of the print to be produced in interaction with the respective substrate. An open interface allows the Stora Enso software to control the illuminant type - D50 or D65 - of the LED moduLight 1-800 and to optimally adapt the illumination level to the prevailing ambient lighting conditions. A special feature of the JUST LEDs is also the continuous dimming, which ensures the uniformity of the light. With conventional fluorescent lamps, dimming always results in undesirable color shifts, which tended to make the color appear more reddish. When JUST LEDs are dimmed however, the color coordinates remain identical.

„Our LED technology brings optimal conditions for standardized, absolutely reliable soft proofing across sites. The JUST LED moduLight 1-800 color proofing luminaire for visual color matching with ISO-compliant standard light is ideal for critical color assessments and quality checks. The switchable luminaires allow color evaluation under D50 and D65 with and without UV components for color matching. With our UV-only option, we also offer users the possibility of detecting optical brighteners in substrates by means of UV-A,“ describes Abdel H. Naji, Sales and Marketing Director at JUST Normlicht, adding: „JUST LED technology is not only convincing due to its calibration capability, but also scores points with regard to sustainability. The LEDs contain no mercury, and at full capacity, they achieve a service life of around 50,000 operating hours. When used for softproofing, their service life extends even further, up to around 100,000 operating hours. As the LED color proofing lights are dimmed down for this use, so they don't need to use their full power, extending the useable lifetime.“

## CONVINCED BETA TESTERS

Customer feedback on the Stora Enso softproofing solution has also



**Abdel H. Naji, Sales and Marketing Director at JUST Normlicht**

been consistently positive. The French Riccobono Group, for example, has already been using the solution for some time and, according to Martin Storm, is so convinced by it that expansion to other machines is already planned. Other sites in this group have also expressed interest in Softproofing by Stora Enso, so more systems will be implemented in the future. „The plan is to install more softproofing systems at printers and publishers in Germany and France. The ‚Stora Enso Softproofing Network‘ project is particularly important to us. This is a SaaS solution from which smaller companies in particular (printers, publishers, agencies and end customers) can benefit from soft proofing. Images and PDFs are stored in the cloud and made available to other users in the network. We take care of the complete technical maintenance and provided securely encrypted data. The individual user only needs a desktop application to display content in the correct color. Here, too, our softproofing box is of particular importance. For little money, together with JUST Normlicht, we create a suitable color viewing environment under standardized lighting conditions that fits on a desk in an office environment,“ Martin Storm concludes.