

# ProPrint

## Hannapak invests \$250k to secure “Australian first” in colour management

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Hannapak says it has secured a competitive edge after ploughing more than \$250,000 to become colour certified across its six Manroland presses.

The company has claimed to be the first specialist packaging manufacturer in Australia to meet ISO 12647.

Hannapak’s press battery can hit the international colour standard thanks to the installation of X-Rite IntelliTrax and Mellow Colour PrintSpec last year, sales and marketing director Sam Hanna told ProPrint.

Hanna described it as “more than just an installation of equipment – it’s a whole new approach to colour management services”.

He said the company had to be willing to embrace new technologies and processes given the specialised nature of packaging and high customer expectations.

That was why the 200-person operation had invested more than \$250,000 and a lot of time in getting ISO certification, he added.

“As a business focused on high-quality packaging, we’ve always achieved a high standard of print reproduction and with the new colour management processes in place we’ve been able to raise the bar even further.”

Pre-press manager Ben Knight, who drove Hannapak’s ISO campaign, said the move had reduced costs, waste and makeready times and had increased quality and productivity.

IntelliTrax, a press-side auto-scanning system, enables the operator to perform process control for density adjustment and evenness of ink across the sheet. It sends measurement data to PrintSpec, allowing Hannapak to create reports to the levels required for the ISO standard.

The reports can be captured for real-time reporting and for ongoing quality assurance for continuous print colour quality improvement.

Knight said while ISO was an important component in producing a quality product, it was not the only one.

“The key with ISO is to have not just ISO, but to have a full-colour management solution in place, so it’s part of the whole workflow,” he said.

Colour consultant David Crowther, who installed the colour solutions at Hannapak, said although companies in the printing industry were looking to cut costs, spending money on ISO certification was an excellent investment.



Knight and Hanna: Australian-first for Hannapak