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April 16

2:30 PM - 3:20 PM

Paper is the First Color (Palm)

Presenter: Mary Schilling, Digital Applications Manager, Finch Paper LLC

Paper is a critical color in any reproduction; changing it will affect the color management and this needs to be taken into account in the process. Learn, from a paper manufacturer's perspective, the different requirements for the printing using inkjet offset and digital and how this impacts not only the paper structure but also the way in which it interacts with the colorants used to make up the image.