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CTP



ROOM workflow



Here's the latest from Willow! We've invested in the newest, most efficient generation of pre-press technology. Thanks to our newly enhanced completely digital workflow, unprecedented print efficiency is now possible.

We're excited about **CTP**, powered by a **ROOM workflow**, because having these technologies means improved quality, quicker turnaround and reduced setup time on press. We work with a first generation 'master', which eliminates several potentially risky steps in the RIP*-ing process.

You will be excited because our new workflow positions us in the top 5% of the printing industry and means we can serve you faster and more easily. Want top quality, economical, speedy results on your next print project? Read on for the facts.

*RIP = Raster Image Processing: the process that takes digital information about fonts and graphics from your file and calculates, translates and converts it into an image composed of dots for output. RIPing is the "brain, heart and soul" of the digital imaging process!



→ **CTP** stands for Computer to Plate. Essentially, it's the laser exposure of a final design file to a printing plate without the use of a film intermediate. Conventionally, image quality inevitably degrades through the various stages of prepress. **CTP** eliminates these stages to produce a first generation 'master' image, straight to plate.





CTP

[Computer to Plate]

Benefits of CTP

→ Speed

- Fewer steps
- Quicker turnaround

→ Cost effectiveness

- Fewer prepress stages
- Elimination of film

→ Quality

- First generation dot means sharper detail
- Improved registration
- Improved colour
- No dot degeneration – clean, crisp images

→ Flexibility

- Easy last minute revisions



ROOM workflow

ROOM stands for RIP Once Output Many – but it's far more than just a neat acronym. Once we receive your file for print, the software automatically pre-flights it and simultaneously provides us, in one step, with all the files required to produce your project: the PDF or soft proof file, the digital proofing file, and the file required to create the plates. With **ROOM**, what you see is what you get! When you work with Willow, you can proof a paper copy or a digital copy knowing that all versions came from the same source, at the same time.

Another advantage of our workflow: changes can be made to individual pages without the need to RIP the entire multi-page document again. This kind of flexibility was unthinkable until the advent of **ROOM**.

ROOM ensures ultimate file integrity, ultimate workability.





ROOM

(Rip Once Output Many)

workflow

Benefits of **ROOM** Workflow

→ Consistency

- Completely predictable
- Ensures colour matching from proof to production

→ File Integrity

- Speed and accuracy
- Improved registration with our in RIP trapping

→ Efficiency

- Greater workflow speed
- Output files tailored to final destination

→ We're always available to answer your questions, show you samples of our work or take you on a tour so you can see these technologies in action. Please contact us at any time.

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