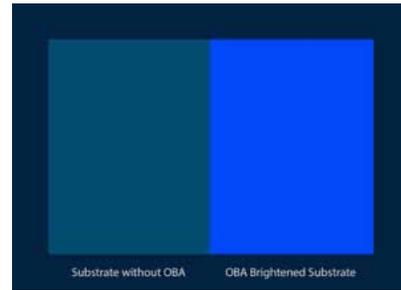


OBA, Printed Colors, and PSA Certification

If the problems you encounter matching proofs and printing to numbers are keeping you up at night, then you're not alone. These problems are industry wide and severe enough that the international standards community has tackled them.

High Quality Printing Stocks Contain Optical Brightening Agents (OBAs)

Today, most papers used in high quality printing applications contain OBAs (Optical Brightening Agents). As the figure on the right shows, these papers absorb energy from the UV region of the spectrum and reemit it as blue light. Printing on OBA containing papers results in brighter more appealing images, but compromises proof to press match and renders traditional printing aims invalid.



Traditional (left) and OBA Brightened (right) Papers Under UV Illumination

New Standards Solve the OBA Problem.

Fortunately, a solution to these problems is at hand. ANSI CGATS.21, published earlier this year, is the first standard that corrects colorimetric aims for the effects of OBAs. Designed to work across a wide range of traditional and digital printing technologies, this new standard gives printers the tools they need to print to numbers on the OBA containing papers that printers, print buyers, and consumers prefer.

PSA Certified Printers Are Masters of the New Standard

Leading printers are adopting CGATS.21, but how do you know if a printer has mastered it. One way is to look for the PSA logo. PSA is a rigorous, objective process for assessing a printer's ability to operate in compliance with CGATS.21 and its related graphic arts standards. In order to be PSA certified, printers are required to demonstrate their ability to match a color corrected dataset consisting of 1,617 individual colors.



To learn more about PSA:

Watch the Video: <http://youtu.be/-Y2kwwJTail>

Visit the Website: printlab.rit.edu/services/psa

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