



## **Rochester Institute of Technology Names Advanced Printing Technology Centre as Exclusive Partner in Greater China to Promote Printing Standards Certification**

Rochester Institute of Technology (RIT) and Advanced Printing Technology Centre (APTEC), a subsidiary of the Hong Kong Printers Association, have joined forces to promote printing standardization. APTEC was named by RIT to become the exclusive Printing Standards Audit (PSA<sup>sm</sup>) Partner in Greater China (regions include Mainland China, Hong Kong, Taiwan and Macau) in promoting PSA Certification developed by RIT.

On Sept. 10, 2012, both parties signed a memorandum of understanding beginning the partnership. This collaboration is a significant milestone for APTEC and RIT and was marked by a signing ceremony at the Hong Kong Printers Association. During the ceremony, Robert Chung, Gravure Research Professor at RIT, and Ho Kar Hun, Chairman of the APTEC Management Committee, signed the memorandum on behalf of their organizations. The Executive Committee Members of the Hong Kong Printers Association witnessed the event.

PSA is an impartial, objective process developed to audit the ability of a printer to produce printed materials that conform to a recognized characterization dataset and to operate a standards-compliant workflow. GRACoL<sup>®</sup> and SWOP<sup>®</sup> can be selected by the printer as aims for conformity assessments. By attaining PSA Certification, printers demonstrate that they have mastered the use of standards in their workflows.

PSA development began more than three years ago when, in response to requests from industry, Professor Chung of RIT's School of Media Sciences surveyed printing standards assessment practices with international leaders including KEE Consultants (France), Fogra (Germany), Ugra (Switzerland), SCGM (Netherlands), BPiF (UK) and IDEAlliance (U.S.). Each of these organizations contributed to the development of RIT's global approach to certification.

According to the memorandum of understanding, RIT and APTEC will jointly develop PSA activities in Greater China. APTEC will provide PSA training and consultancy to printers in Greater China. APTEC will also conduct the "PSA Training for Printers and Consultants" and "PSA Auditor Training" programs. Based on ISO guidelines, the roles of PSA trainers/consultants and PSA auditors must be separated to ensure the impartiality of the program. Only those working for printing-related educational organizations are eligible to be nominated as RIT PSA auditors. Auditors can have no business relationship with the printer/agency applying an audit. They are responsible for conducting on-site audits and preparing audit reports, while RIT is responsible for the assessment procedure, test form measurement and analysis, and certificate issuance.

Printing Standards Audit (PSA) is a certification process to audit the ability of a printer's workflow to produce prints which conform to a recognized characterization dataset. GRACoL and SWOP can be selected by the printer as aims for conformity assessment. If the printer chooses GRACoL (SWOP) and passes the PSA Audit, the printer will be awarded "PSA Certification to CGATS TR006 (TR003, TR005) Dataset according to CGATS TR016." If the printer is a G7 Master Printer, IDEAlliance will award the printer an additional certification, "G7 GRACoL (SWOP) Certified." Information covering the requirements and procedures for application will be announced soon.

APTEC organized a series of events in September for the Hong Kong printing industry. Professor Chung was invited to provide training for APTEC's technical staff to become PSA trainers; to offer PSA auditors training for instructors from Hong Kong Design Institute and Pro-Act Training and Development Centre (Printing); and to conduct the first PSA audit to Hung Hing Printing (China) Company Ltd.



Ho Kar Hun (left) and RIT Professor Robert Chung (right) signed a memorandum of understanding, witnessed by the Executive Members of the Hong Kong Printers Association.

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**About Advanced Printing Technology Centre (APTEC)**

APTEC was jointly organized by the Hong Kong Printers Association and Vocational Training Council in 1999 with funding of Hong Kong government. Today APTEC is incorporated as a self-financed organization and a subsidiary of the Hong Kong Printers Association, supported by the Vocational Training Council and industries. APTEC acts as a technology-transfer center to disseminate the latest technology to printing and related industries, and to assist the industries in migrating to the latest print workflow.

With the generous supports from major equipment suppliers, APTEC has set up a state-of-the-art, multi-supplier print production environment for training and testing. Equipment includes digital photography, digital workflow, digital printing, and CTP.

APTEC delivers the technology knowledge through activities including technical seminars, regular and customized corporate training, consultancy and testing services such as G7 calibration, press quality control, color management, Adobe software operation, and e-book production.

In recent years, APTEC has worked to promote printing standardization. In July 2007, APTEC was appointed as exclusive partner of IDEAlliance in Greater China to promote G7, GRACoL, SWOP, and other standards. It is the only organization in Greater China to issue G7 master certificate. In February 2010, representatives from APTEC obtained Fogra PSO (Process Standard Offset) Partner qualification. In 2007, an APTEC representative was appointed member of the National Technical Committee 170 on Printing of Standardization Administration of China (SAC/TC170) and member of its Subcommittee 1 on Book Printing in 2012 to facilitate China's development in printing standardization. Since 2006, APTEC has actively participated in ISO TC130 meetings. In 2010, APTEC's representative was appointed as one of the China's ISO TC130 experts, demonstrating APTEC's professional status.

Website: [www.aptec.vtc.edu.hk](http://www.aptec.vtc.edu.hk)

### **About Rochester Institute of Technology (RIT)**

Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging technology, sustainability, and fine and applied arts. RIT's printing industry expertise ranges from direct participation in the creation of International Standards, to certification of printing materials for companies around the world, to providing undergraduate and graduate programs in media science, which are recognized for their academic excellence.

Website: [www.rit.edu](http://www.rit.edu)

### **About Printing Standards Audit (PSA)**

PSA Certification, or Printing Standards Audit Certification, is a rigorous, objective process for assessing a printer's ability to operate a standards-compliant workflow. Such workflows are fundamental to creating efficient print supply chains, especially as printers adopt new technologies and supply chains become more international in character. By attaining PSA Certification, printers can objectively demonstrate that they have mastered the use of standards in the workflows they operate.

PSA development began more than 2 years ago when professor Robert Chung of RIT's School of Print Media surveyed standards assessment practices with international leaders including KEE Consultants (France), Fogra (Germany), Ugra (Switzerland), SCGM (Netherlands), BPiF (UK) and IDEAlliance (U.S.). Each of these organizations welcomed Chung and contributed to the development of RIT's global approach to certification.