

## PSA

### Frequent Asked Questions

- *What is PSA?*

Printing certification is an attestation that a manufacturer complies with specified standards. Printing Standards Audit (PSA) is a printing certification scheme, developed by Rochester Institute of Technology (RIT), to serve the printing certification needs of the print supply chain worldwide. The primary members of the print supply chain are print buyers, paper mills, and printers.

- *Why is PSA certification important to printing companies?"*

PSA creates business value by (1) aligning the quality expectations of printing companies and their customers, (2) building trust among the parties in global printing supply chains, and (3) reducing waste through better process control, improved product conformance, and enhanced proof-to-print visual match, especially on modern optically brightened papers.

- *PSA Benefits*

Printing certification depends on applicable standards because different printing certification schemes are based on different printing standards. For example, PSO is an ISO 12647-2 based certification scheme. ISO 12647-2 focuses on conformance to process control aims with fixed white points between the reference and the actual printing paper. A dilemma arises when ISO 12647-2 based printing conformance is affected by not how the printer prints, but the choice of the paper that the print buyer wants.

PSA delivers these benefits by auditing conformance to ISO/DIS 15339-1 (or its US equivalent CGATS 21), a new printing standard, which focuses on conformance to color characterization dataset. To account for the difference between the white points of the reference dataset and the actual printing paper, substrate corrected color aims (SCCA) are specified in ISO/DIS 15339-1 and tolerances are specified in CGATS TR 016. Together, the two printing standards enable print conformity. In addition, the use of the SCCA as the source color space in color proofing further enables the proof-to-print color match.

For more information about PSA, please go to [www.printlab.rit.edu/services/psa/](http://www.printlab.rit.edu/services/psa/).