GLOBAL GRAPHICS® software

INDUSTRY SECTOR
Digital Label Printing

ISSUE
Guaranteeing accurate brand colors and consistent color density for a new, ground-breaking, toner-based range of label printers in order to open up new market in desktop label printing.

GLOBAL GRAPHICS' PRODUCT
Harlequin MultiRIP™

SOLUTION
Global Graphics' Harlequin RIP® provides the excellent color control required to ensure consistent color density throughout the print run, guaranteeing that the first label out is identical to the last.
The combination of new iSys Label toner platform, Harlequin RIP software, and iSys' imaging software was new science and has made iSys leaders and innovators through their ability to change the game and bring exciting new products to the market.

APPLICATION
The EDGE 850 toner-based label printer: 8.5 inches wide capable of producing 30,000 pages per month/ 30,000 feet per month

The APEX 1290 toner-based label printer: 12.9 inches wide capable of producing 50,000 plus pages per month/ 50,000 feet per month or 100,000 – 1,000,000 labels per month.

Changing the game is the key to success for iSys Label

In 2009, when iSys Label were preparing to launch their new range of toner-based label printers they were about to break the boundaries of price/performance by giving brand owners the ability to print high-quality, full-color die and non-die cut labels, on demand and from the desktop by just plugging their printer into the wall!

At the time iSys Label knew they had the right printing hardware platform but just needed to figure out how to maintain the image quality consistently throughout the print run.

That's where the Harlequin RIP®'s ability to manage color and apply in-RIP half-tone screening was instrumental in ensuring consistent image quality and ink density from the first label to the last.
For iSys Label the creation of a new product line that brought superb image quality at an attractive price point to the desktop – the EDGE 850 retails at under USD 20,000 – was new science.

> **❝** You can take some competing products using toner based technology and compare them to our output and we are hands down a much better image. These competing solutions are not using Harlequin **❞**
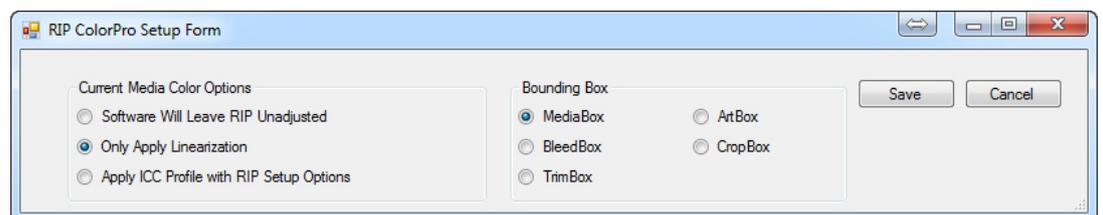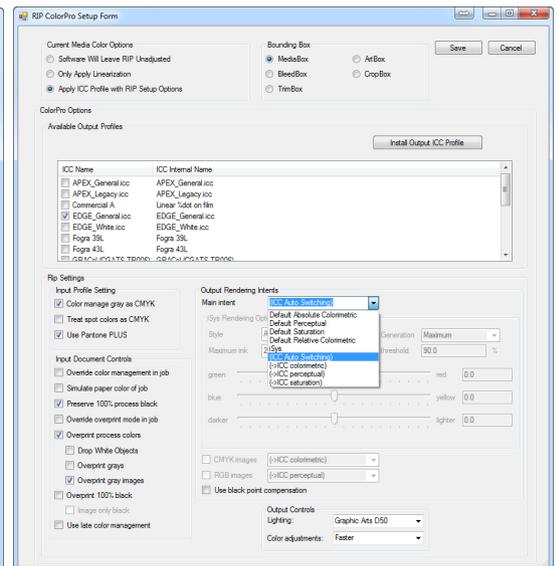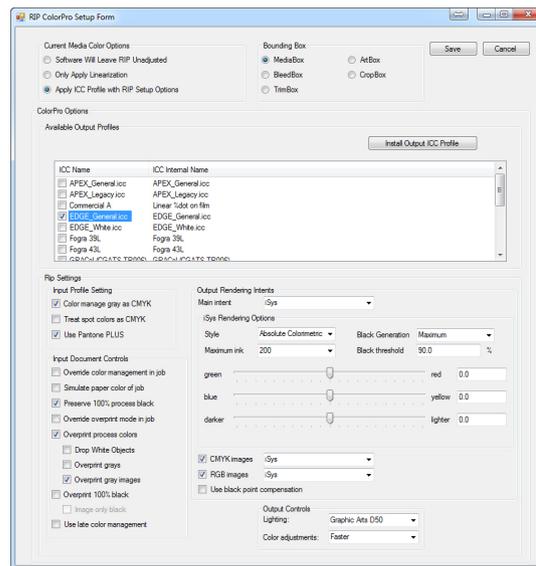>
> Mark Hopkins, President, iSys Label

Working closely with Harlequin

iSys Label had been in the label market for some time and knew that color management was going to be crucial to label output.

"When it came to color digital output" says Mark,

"we knew that we had to have some sort of product that would run in tandem with our software and technology. We were fortunate in being able to see the performance of Harlequin on toner-based devices for ourselves through the Harlequin OEM network. So we were able to make a clear cut decision on our solution."

Matching brand colors and matching printed labels to other color output was critical. iSys Label worked closely with the Harlequin development team, who spent time in the iSys Label labs at their factory in Calgary, Canada to optimise Harlequin software to run with the iSys2Print software. This helped to shorten the period of time necessary to launch the new device. iSys Label developed a plug-in to hook up the two systems so the Harlequin Rip is visible from the iSys "EDGE2Print" and "APEX2Print" work windows, making the Harlequin color management accessible and the entire combined system simple to use.

Single pass

The EDGE 850 and the APEX 1290 have been a huge success in the beverage industry because labels can be printed in a single pass. This is due to the robustness of the iSys Label technology and the fact that the EDGE and the APEX hot melt a polymer based toner onto the substrate. No finishing is necessary and the color matching is done automatically, so set up time is minimal and the quality is exceptional.

Mark Hopkins adds,

"We had a customer that used to print a bar code and lot number onto pre-printed labels and they had about maybe 4 – 6 different sizes and they'd have branding on the label and run it through a black thermal transfer product.

"We've been able to go into print shops and show them the merits of printing the entire label as they need it. That was the game we wanted to change. We wanted to make sure we had a viable product and that when people saw the quality of the label they were convinced they could do everything in one pass."

High quality for die and non-die cut

Both machines print onto die cut label stock as well as continuous material. This is an area where the Harlequin RIP has also been an asset because it allows for over-bleed and the resizing of images.

The EDGE 850 and APEX 1290 take different widths and media types and different weights on both machines and maintain the color density throughout the entire job length. Both achieve the DELTA E*76 color metric across the print and down the web so that the first label out looks identical to label number 5,000. It's the combination Harlequin color management, iSys Label's own algorithms and the hardware that helps create that consistency.

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