



BARBIERI
electronic
When Color Quality counts

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The SPECTRO LFP RT from BARBIERI electronic – the ideal solution for Color Management in large format and flat bed printing. Interview with Mr. Roberto Cuccarolo, owner of Messrs. PROLAB in Altavilla Vicentina, Italy.

Nearly each month there is a new ink-jet printer with higher printing capacity, capable of printing bigger sizes or on new materials. The owners of this kind of equipment have a tremendous potential and a wide range of products to offer to their customers. With each new machine and/or material they are facing a problem which they often do not pay the necessary attention. A problem, with which many owners of such kind of printers try to bypass but which their customers appreciate very much if handled in an appropriate way: the Color Management.

Mr. Cuccarolo, owner of PROLAB, puts all his attention to the quality of his production and has immediately recognized the problem of correct handling the colors in digital printing. He therefore decided to buy a Color Management system from BARBIERI electronic particularly suited for large format and flat bed printing. Mr. Cuccarolo just recently bought the fourth ink-jet printer from Durst (he has now 4 Durst ink-jet printers: one each Rho 160, Rho 205, Rho 350 as well as a Rhopac).

Mr. Foglietti interviewed* Mr. Cuccarolo asking him about the reasons why he decided to buy a BARBIERI product and his experiences up to now.

M. Foglietti (Sales Manager of BARBIERI electronic): "Mr. Cuccarolo, your company just recently bought the profiling system SPECTRO LFP RT from BARBIERI electronic. Before putting you some questions in this respect would you mind explaining us briefly the activity of your company?"

R. Cuccarolo (owner of PROLAB in Altavilla Vicentina, Italy): "Since 1988 PROLAB has specialized in digital large format printing, first with a Durst Lambda and then with various ink-jet printing equipment. Our customers are big industries, builders of exhibition booths, agencies and so on. Our turnover is continuously growing also thanks to the quality of our prints as well as of our technical skills"

M. Foglietti: "You are a customer from BARBIERI electronic since many years; you have bought also the SPECTRO 100xy some years ago. What experiences did you have during these years with the instrument and with BARBIERI electronic in general?"

R. Cuccarolo: "The spectrophotometer which I bought from BARBIERI electronic in the year 2000 has fully confirmed what BARBIERI electronic has promised: It was, and still is, the best instrument on the market as far as precision and repeatability of readings is concerned. In these past years BARBIERI electronic has



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Mr. R. Cuccarolo



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shown all his technical competence in Color Management as well as his presence at the customers place. BARBIERI electronic has always demonstrated his excellent service also regarding response times."

M. Foglietti: "Recently you bought a complete profiling system including the spectrophotometer SPECTRO LFP RT. May I take the opportunity to thank you for the preference you have given us. Which kind of problems you had to face before buying the SPECTRO LFP RT and which arguments and facts did convince you that the SPECTRO LFP RT was the right choice rather than taking into consideration a product of other make?"

R. Cuccarolo: "With the last investment we are now able to print on all kind of materials. Obviously our customers expect the maximum in fact of color fidelity independently on which materials we are going to print. Being aware of this we decided to buy the SPECTRO LFP RT spectrophotometer. This instrument allows automatic reading of all color targets even on transparent materials up to 2 cm thickness also if very heavy. In two words: The SPECTRO LFP RT allows me to apply Color Management on each kind of material where we are printing on."

M. Foglietti: "What are your experiences with the BARBIERI system and the various RIP software packages?"

R. Cuccarolo: "This was also one of the reasons why I decided in favor of the SPECTRO LFP RT. In fact same is supported by the RIP software delivered together with my ink-jet printers. That allows me to effect the linearization of my printers together with the SPECTRO LFP RT increasing the printing quality of same."

M. Foglietti: "After having installed the SPECTRO LFP RT did you appreciate other technical features which you did not consider as that important at the beginning?"

R. Cuccarolo: "The sturdy construction of the SPECTRO LFP RT makes it real industrial equipment, its automatic reading both in reflection and transmission as well as the constant and repeatable measurements. But let me also talk about the technical skills of BARBIERI electronic, which I already appreciated in the past and which is the best guarantee for all owners of BARBIERI equipment."

M. Foglietti: "What influence does Color Management have on your production as well as on the workflow within your company?"



"The Large Format Printing Market is continuously growing and nearly every month new and more capable ink-jet printing equipment is coming on the market. On the other side Color Management is often not sufficiently taken into consideration also due to the fact that there were no instruments available for these kinds of materials. BARBIERI electronic has recognized the problem and has therefore developed a measuring system for this particular sector of large format printing: The Spectro LFP RT."

Mr. M. Foglietti



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R. Cuccarolo: "No doubt, the quality of the production has been raised as our customers confirm us nearly every day. Our customers no longer complain the colors do not correspond to the original or to what they have seen on the monitor. The printing results are always the same also when compared between the different printers. The print made today is exactly the same as the one made weeks before. Thanks to the professional training my operators have received from BARBIERI electronic the work flow has become much more efficient. Now we produce much better and quicker. Retouching in Photoshop is at a minimum and test prints are no longer necessary. Our prints are perfect at the first attempt."

M. Foglietti "Mr. Cuccarolo, thank you for the interview."

* Interview in Italian language.