



# EVERYTHING IS COLOUR

Interview with Norbert Lenzgeiger, Epple Druckfarben AG

When the world's leading producer of high-quality sheet-fed offset inks, Epple, decided to make a calendar for its customers instead of an image brochure or a catalogue, it joined forces with LONGO, the specialist for complex printing, superior effects and impressive finishings to delve into its bag of technical tricks - and the result made printing history!

## Why is the right colour so critical?

In contrast to digital media, where the colour display is not determined by its producer, but depends instead on the technical possibilities available to the viewer, for print products it is simply the colour used that conveys to us information and emotion. Artists such as Picasso or even Da Vinci have always been aware of

this. Today too, the choice of colour is still critical in obtaining - or otherwise - the desired result. Epple has been striving since 1889 to supply the perfect inks for the intended purpose and is now considered a brand leader and innovator in its area of expertise.

## From the idea to the Gregor Award of Excellence 2017

The idea of for once showing off the full spectrum of his own products has existed for almost as long as Norbert Lenzgeiger has been working at Epple: "I have been making printing inks for 30 years now - and I have wanted to make a calendar for 28 of those years", he smiles. There are all sorts of calendars: they hang in every home, office and workshop, they are a popular pro-

Harald Longo, Norbert Lenzgeiger (Technical Manager Epple), Ramona Bösch (Marketing Speaker Epple) & Robert Berlanda (Production Manager LONGO)







# SPECTRA<sup>7</sup>

**Unparalleled colour technology!**

Image-rich printed products have two aims: the photographs must speak to the reader and the colours must be able to convey emotions and feelings. It often however happens that we are faced with printed colours that are not as vivid and bright as we want them to be. Everything depends upon how the colours are processed, as well as upon the profiles and printing techniques used. We at LONGO have always aimed to achieve outstanding colour reproduction that offers vitality and brightness, shades and tones.

In addition to the **four basic colours** (CMYK), SPECTRA 7 uses **three additional colours** (orange, green, purple). The **colour range is thus increased by some 30%** compared to the norm, allowing **90% of PANTONE® colours to be faithfully reproduced**. The continuous improvement in pigmentation and the utmost attention in prepress, both in the calibration phase and in profiling, all ensure your images will have the intensity they deserve.

Results that are faithful to the original to guarantee improved:

- **brilliance and sharpness**
- **vivacity and brightness**
- **dynamism and vigour**

motional gift, and are often a cheap commodity produced by the million. Not so at Epple: "Our 'Epple - Essence of Passion' calendar is a truly top-quality product", says Lenzgeiger. The aim was to show customers and public what is nowadays possible using high-quality inks, modern technology and the right know-how. "LONGO has created a really impressive showreel", he enthuses.

So impressive, in fact, that the calendar - a major hit with both Epple and its customers - beat off competition from 800 other entries from across Europe to win the renowned Gregor Award of Excellence for 2017.

All inks and varnishes used in the project were made by Epple, while the calendar itself - following a complex conception phase during which LONGO demonstrated its full range of skills in prepress - was printed on the modern machines of the German-Italian offset specialist.

"The prize was a triumph, like an Oscar! It was vital for the calendar to be well-received and show off the possibilities of modern offset printing. That is the best advertisement for Epple - and for LONGO."

### Epple and LONGO - a colourful partnership

It was clear from the outset that LONGO was the only choice for the project. Lenzgeiger is effusive in his praise: "We work worldwide with numerous quality printing houses, and each has its particular skills and abilities. When it is a matter of combining the possibilities of high-quality inks with modern machines, the necessary technical know-how and above all direct support through a really first-class prepress, however, then no one I know comes close".

It is not simply a question of UV printing, double-varnish fin-

ishes or effect varnishes: with LONGO's new "Spectra 7" technology, the printing has a unique intensity and depth of colour that can be found practically nowhere else.

Epple and LONGO enjoy a solid, long-term partnership. Nor is it any coincidence that their corporate slogans resemble each other: "Essence of Passion" for Epple, "Passion for communication" for LONGO. Lenzgeiger appreciates the high standards of the products used by LONGO and the 360° service that permits every step, from the idea to the finished product, to be taken under one roof.

### A bright future together

LONGO's constant advancements repeatedly open up new tasks for

Epple. "A good ink is one that functions perfectly during printing and at the end of the process produces exactly the result promised", states Lenzgeiger. "We have been working on this for over 100 years now. In future it will be our task to remain at the forefront of the market and always ensure we meet the constantly growing requirements placed on print technology. Because there will always be print, even if digital is on the advance. Projects such as this calendar show that something completely special cannot simply be replaced by a computer.

The combination of the sensory impressions produced by the various effects and the optical depth that no monitor can reproduce are further unique selling points that only print can offer. Provided you have the right partner for your project!"

**"THERE WILL ALWAYS BE PRINT, EVEN IF DIGITAL IS ON THE ADVANCE."**