

SNAP Updates Certificate Program

The Snap certificate program was introduced in 2003 as a way that printers could first understand the SNAP specifications and a way to show that their process complies with the specifications. This over the years has proven to be a successful tool that printers have endorsed and utilized. To date well over 600 printers have certified their process with this method.

The initial certificate program was set up so that printers could learn to understand what dot gain is and how to adapt for it in their prepress settings. Well a lot has changed in 10 years. Through the certificate program we have been able to establish an icc color profile that has been globally accepted. So the days of needing to customize your photoshop settings for coldset printing are no longer needed. The icc profile contains all that a printer needs to utilize in their front end systems. Major printers such as Gannett, Wall Street Journal, and New York Times (to name a few) have utilized the SNAP profile in their process. **Since the release of Photoshop CS5, the SNAP ICC profile is now included with the software.** The profile can also be downloaded from SNAPQUALITY.com.

In 2009 SNAP introduce the SNAP ad as a way to run a live ad, so that a printer can check their process without the expense of running a test form. This process check took a different approach to the dot gain measurements. Instead of adjusting the squares and understanding the gain, this approach had taken the approach to match the dot gain that is embedded in the SNAP profile. The Process Check took off with great success and has grown in value over the years. Earlier this year SNAP decided that printers could submit their process check to SNAP and get certified for their process.

In 2014, SNAP has decided that going forward there will be just one type of dot gain process check needed. Since we already had the gain within the profile, there is not as much need to customize your process. Therefore we are changing the existing SNAP Certificate test form process to go to the similar method for dot gain as the process check, now both methods are the same and both can be certified by SNAP. For example, the 50% dot in the older method had to print a 50% dot. In the newer method the 50% dot should print as a 76% dot, thus allowing for 26% dot gain, which is the SNAP standard.

For more information, go to www.SNAPQUALITY.com for updates.