

THE
COPY
STORE

Formerly
Copy It! The Copy Store
Presents

Impressions Newsletter

Quote of the Month:

All mankind is divided into three classes: those that are immovable, those that are movable, and those that move.

--Benjamin Franklin

June 15, 2009



The Copy Store introduces EZ Design & Print Software...FOR FREE!

The Copy Store's EZ Design & Print Software has many applications in both the personal and business world with a simple interface with the everyday computer user in mind. With our free software, you can create custom calendars and photo books for pleasure, or you can wow your clients with postcards and business cards that you create from your own desktop! (available for both MAC and PC)

No design degree needed!

Some key features are:

Versatility! Most photo book and design software have very restrictive templates and functionality. The Copy Store's EZ Design & Print Software allows users to place and move images, text, and graphics almost anywhere including layers and collages.

Resize, crop, add borders and drop shadows, and create spreads.

Use any font in any language. No font limitations!

It's FAST! Build photo books, calendars, and several types of cards literally in minutes with a wizard-based interface or customize every element with easy drag & drop tools.

Superior print quality! Our software creates vector based PDF files for output, which keeps your text sharp and your pictures clear.

Easy submission. Simply click the "Send to The Copy Store" button, proof your document, and fill out the order form. The Copy Store will contact you for payment and shipping information...it's that easy!

IT'S FREE! Simply download your copy from our website, or request your FREE copy on CD! (available for both MAC and PC)

Learn more about photo books, calendars, and cards

Tip of the Month:

Why doesn't my color print the way it looks on my screen?

Whether you are using your printer at home or outsourcing print to The Copy Store, color management is a crucial aspect of any print project. There are several factors that affect the outcome of your document as it pertains to color matching, and believe me, there are several companies that develop software, are developing software, pray a lot, lose sleep, and pray some more to try to make color print more accurately more often.

The first factor we will look at is color gamut (ranges). By color gamut, I mean the actual amount of colors that can be accurately, if at all, displayed or printed on a device. To explain color gamut, I will use an over-simplified sample involving 2 boxes of crayons. One box has 24 crayons (your box), the other 1,000,000 (this belongs to your arch nemesis who sits across from you and always has the newest, best stuff and won't let you borrow anything but talks loudly to remind you that you do not have 1,000,000 crayons!). Your box of 24 crayons have your basic colors, blue, red, black, yellow, etc., and produce those colors very well on a regular basis. However, say you want to use a color from the box of 1,000,000 crayons, we'll call it blazin-hot-orangy-red-with-a-hint-of-yellow, but said nemesis laughs and says "no." You simply could not produce blazin-hot-orangy-red-with-a-hint-of-yellow with your crayons because that color is outside of your color gamut. Simply put, printers deal with several color gamuts such as RGB (not recommended as it is used to display colors on monitors, not necessarily for print), CMYK, Pantone, Hexachrome (not recommended, see RGB), etc. Therefore, if you create a color in RGB and your printer prints in CMYK (most printers use a version of CMYK to produce color work), your color gamuts may not match, or the color will usually be substituted to the nearest CMYK value.

Another aspect of printing color accurately deals with calibration. To gain the best color, one would need to calibrate all the devices being used so the color is translated properly from the device of origin (RGB monitor), to a RIP engine (if present), to the output device (printer). Think of it as speaking to a translator in English and trying to have him translate it to someone in French. If your translator speaks French, you're golden. But if your translator speaks in Chinese, the chances of your message being accurately understood will go way down! In essence, this is what happens when a customer sends a file to a printer in RGB and the printer can only output that file in CMYK. The translation is not accurate and, more than likely, the colors will not be as well. The best fix for this issue is to create your documents in CMYK if you are printing in full color or select specific Pantone colors for exact color matching on spot color projects. There may still be an issue with the color matching in CMYK mode due to monitors displaying in RGB, so when in doubt or if the color must match exactly, we recommend requesting an actual printed proof just to be safe!

The last issue we would like to discuss is simply equipment. Ever notice that all TV's do not have the same picture or that the same music track sounds completely different in your car as it does in your house? There is simply no way for any printer to guarantee that what he is seeing on his monitor looks like what you see on yours...not even if you have the same model! Different screen adjustments, indoor lighting, and software applications will all effect the visual accuracy of your display. Again, the best way to ensure you are getting the color you want is to see an actual printed proof.

Even though there are several factors to printing color, there is one fact that is static. Color is subjective. At The Copy Store, we strive to create the best possible color output in both quality and accuracy. Our knowledgeable staff can help overcome many of the obstacles listed above and help give you your blazin-hot-orangy-red-with-a-hint-of-yellow!