THE FUTURE OF OFFSET PRINTING:
FASTER, SMARTER, GREENER.

Closed-Loop Automation
Pressroom Standardization
Precise Color Control

The printing industry is constantly evolving, and staying ahead requires embracing new technologies. X-Rite, including its powerful MeasureColor software and Rutherford solutions, deliver a comprehensive solution that combines ink preset, closed-loop automation, and advanced color measurement. This integrated system empowers offset sheetfed printers worldwide to automate press performance, enhance efficiency, and achieve exceptional color accuracy with ease.

x-rite PANTONE®

What is IntelliTrax2?

IntelliTrax2 is an **automated color measurement system** that scans color bars as small as 2 mm in height within seconds to ensure precise, consistent color on every print run. By providing instant feedback on metrics like Delta E and density, IntelliTrax2 eliminates guesswork and reduces setup times.

When integrated with MeasureColor and Rutherford's software, IntelliTrax2 enables real-time ink key adjustments, helping printers reduce waste and maintain exceptional quality. Its support for industry standards like G7 and ISO makes it an essential tool for achieving accurate, repeatable color.

What is Preset Automation?

Rutherford Ink Preset Software revolutionizes the offset printing process by delivering precise, automated ink key adjustments tailored to prepress data (CIP3) and the unique response of each individual ink zone.

Leveraging self-adaptive algorithms, the system continuously fine-tunes settings to accommodate press wear, ensuring optimal performance day after day.

The software accelerates setup times, reduces paper waste by the same margin, and minimizes the need for manual intervention—allowing your press operators to focus on what matters most: **achieving exceptional print quality, faster**.
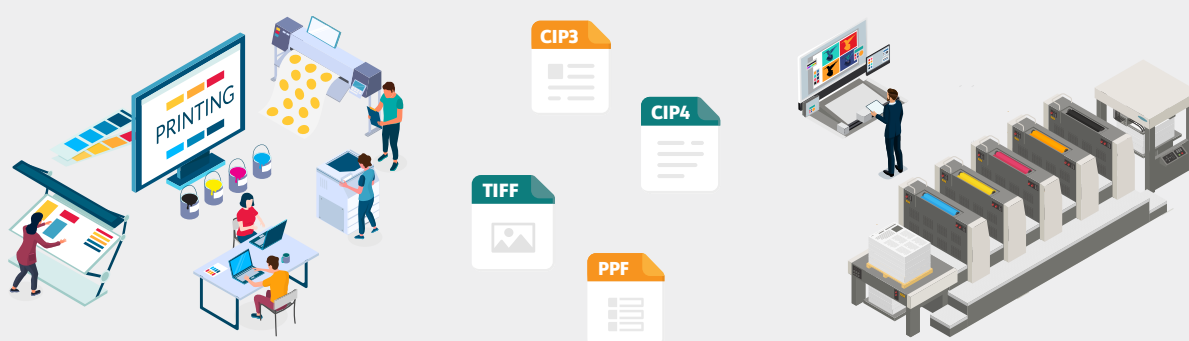
How Does MeasureColor Enhance the Workflow?

MeasureColor Production brings advanced color analysis to the IntelliTrax2 and Rutherford bundle, completing the workflow with **actionable insights** that drive accuracy and consistency. By processing the spectral data collected by IntelliTrax2, MeasureColor provides **detailed metrics** like Delta E, density, and tonal values per ink zone, giving press operators the information they need to make quick and informed adjustments.

MeasureColor Reports generates **comprehensive reports and trend analyses**, allowing teams to monitor and improve performance over time. As a core component of X-Rite's solution, MeasureColor ensures standardized color quality, repeatability, and the ability to meet even the most demanding customer expectations.

What is Closed-Loop Press Automation?

Closed-loop automation modernizes the printing process by capturing spectral data directly from the press sheet and automatically updating the ink keys. By integrating IntelliTrax2 press-side scanner with Rutherford applications, printers can significantly enhance workflow efficiency, reduce material waste, and consistently achieve high-quality prints with less effort and energy consumption.

PRESET
IntelliSet/EasySet

CLOSED-LOOP
IntelliLoop/EasyLoop/IntelliTrax2

The Benefits of an Automated Ink Key Preset & Closed-Loop Color Management System

Return on Investment

Preset and closed-loop press automation is not just a sustainable solution. It delivers a fast return on investment, often within the first year, through savings in time, paper, ink, and energy.

6/7 months

PACKAGING

11 months

COMMERCIAL

One Year

These estimates are based on average usage data and standard industry metrics.
Actual results may vary depending on specific operation, printing configurations, and regional factors.

Increase Operational Equipment Efficiency (OEE)

- **Higher OEE:** Boost Operational Equipment Efficiency with faster production start-up. Industry averages show that presses typically operate at 30% efficiency, meaning they are producing sellable prints only 30% of the time.

- **Energy Savings:** Lower energy consumption while producing sellable prints.

- **Resource Efficiency:** Minimize press wear with fewer prints required to meet targets.

Environmental and Cost Benefits

- **Reduce Waste:** Cut material waste with faster make-ready and minimal color bars requirements.

- **Lower Logistics Costs:** Reduce transportation needs due to decreased material usage.

- **Sustainability:** Auto-learning technology adapts to press wear, extending press life and maintaining accuracy.

User-Friendly & Adaptive Technology

- **AI Auto-Learning Capability:** The system adapts to press wear, speed, and ink, ensuring consistent performance over time

- **Compatibility:** Suitable for both new and old presses, enhancing equipment longevity and efficiency.

- **Ease of Installation and Use:** An intuitive system that's easy to learn, reducing the reliance on highly experienced operators.

- **Automation:** Helps operators quickly find optimal settings, minimizing resource waste and operational strain.

READY TO TRANSFORM YOUR PRESS OPERATION?

Have questions or would like to discuss your needs further?
Scan the QR code to get in contact with one
of our Color Experts.

We're here to help!