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magSend Offers New SWOP Proof Choices

GMG Proofs Added to magSend's Proof Offerings

PENNSAUKEN, NJ (August 2008) – magSend.com, a product of ColorQuick, LLC, has upgraded its SWOP proof offerings. Kodak Approvals have been replaced with the GMG Dot Proof, a color-accurate halftone proof of contract-proof quality. Iris proofs have been replaced with the GMG Contone Proof, a continuous tone digital proof.

For the past six years, magSend has offered Kodak Approval proofs for a dot-based image and Iris proofs for a continuous tone proof. Since the introduction of Kodak Approval and Iris proofs in the 1990's, tremendous strides have been made in inkjet materials and output quality.

“Recognizing that the advances in inkjet proofing have made these excellent systems obsolete, and wanting to continue to provide advertisers with a choice of proofs, magSend will now offer GMG proofs, both dot based and continuous tone,” says Mark Weiss, ColorQuick President. “During our regular review process for proofers, we explored the offerings of the GMG system at Drupa,” the world’s largest printing equipment exhibition.

Both proofs are priced lower than the products being replaced, but offer better durability, ink stability, and color consistency. In addition, you can still order magSend’s patented Veroproof. With increasing industry demand for a brighter proofing stock, SWOP, the committee for the Specifications of Web Offset Publications, has approved 2 different substrates to be used for SWOP proofs. The #5 sheet is tinted to simulate the appearance of a groundwood stock. The #3 sheet is a brighter stock preferred by some publishers with titles printed on brighter paper. Now, instead of offering only commercial (GRACoL) proofs or publication (SWOP #5) proofs, magSend offers 2 options that adhere to SWOP specifications.

The GMG Dot Proof, GMG Contone Proof, and Veroproof are all available as SWOP #5 and SWOP #3 proofs.

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