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A detailed case study survey on Indian market strategy for the prepress unit

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Abstract
The printing and packaging industry represents the growth of the nation in the international market, while the Indian economy is rapidly increasing with respect to the packaging sector of India. The actual current situation of the packaging market is really strong, with more than 5 million printing presses. But quality does not depend on quantity; this is because quantity represents production instead of quality. This particular survey researches an alarming situation about the worst quality production of printing presses. The survey concluded with the opinions of Indian printing employees who are working in the prepress unit, and a sample of the survey was conducted at the Indian presses. This survey gives information regarding the conditions of the Indian prepress unit, which is the initial stage of printing and packaging companies, and how Indian market performance is increasing through technical advancements. From the same perspective, skilled workers play a vital role in quality production.

Keywords: Printing Industry, mechanical devices, computer systems, DTP and Personal software, etc.

1. Introduction

Prepress is important segment of the printing and packaging industry and it facilitating creative ideas into tangible printed materials. Indian market is perfectly adopting the advance technologies with respect to consumer preferences.

This research paper embarks on a detailed case study survey of the following points:

- Seeking to unravel the intricacies,
- Challenges and success factors inherent to this critical sector.
- Indian market strategy for the prepress unit,

The printing and packaging companies are generally categories into the three main parts which are Pre-Press, Press and Post Press and the Pre-Press is initial parts which create the original matter for the final production.

A procedure, setup, and programme for controlling calibration files in a Printing system were made public. Using a screening method and at least one output appearance factor, patches were produced. From the measured colour values of the printed patches, a calibration file was created that mapped the patches' color space to the colour space of the printer that produced the patches. For choosing which calibration file to use for Printing a print job, information about the printer and at least one output appearance characteristic was attached to the calibration file.

2. Research objective:

This research paper embarks on a detailed case study survey of the following points:

I. The first and foremost step is Industry have personal Prepress unit and personal software for the
II. Challenges and success factors inherent to this critical sector.
III. Indian market strategy for the prepress unit,

3. Research Methodology:

This research work was based on the three main terminologies. First and foremost, step was study of input file formats used in the printing and packaging industries. After study of printing inputs file formats, the questionnaire was prepared and question was selected and enlisted for the survey. Finally, the data was collected as per the basis of the questionnaire from the printing and packaging industries.

The two primary goals, which are the focus of this research study, in order to investigate the nature of the files that are used in the Printing business in India. Research is evaluating the quality of the input files according to Indian norms and international standards and investigating the challenges that Indian printers encounter in order to provide excellent outputs.

4. Data collection and analysis:

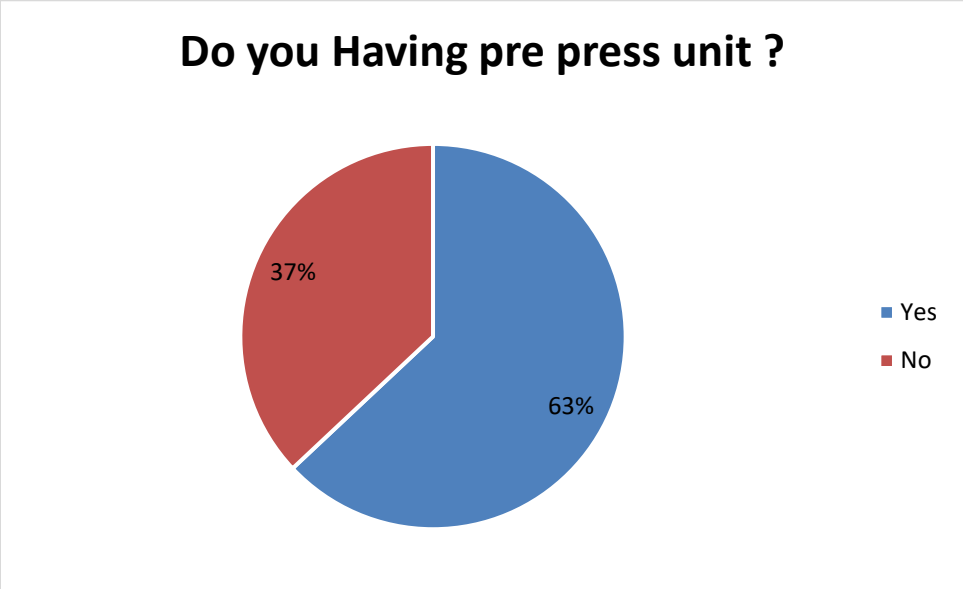

Figure No.: 4.1 Pre press unit

Fig 4.1presents how much pre-press unit are owned. Red section is presenting Nowhere as blue section is presenting Yes. Thus 63% is owned whereas 37% is didn't own.

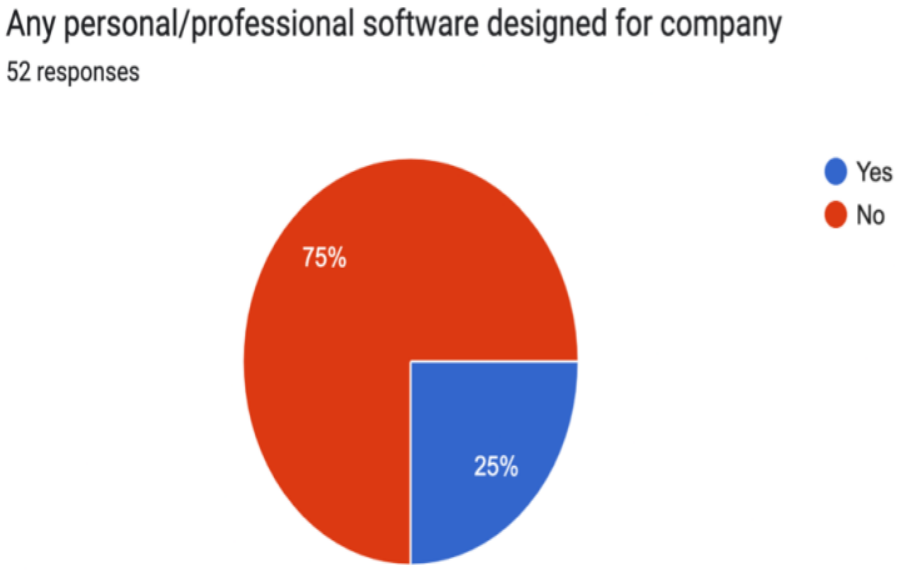

Figure No.: 4.2 Personal/professional Software designed for company

Figure no 4.2 presents the response of 52 where it has been asked whether personal/professional Software has been designed for company. 25% answered yes whereas 75% answered no.

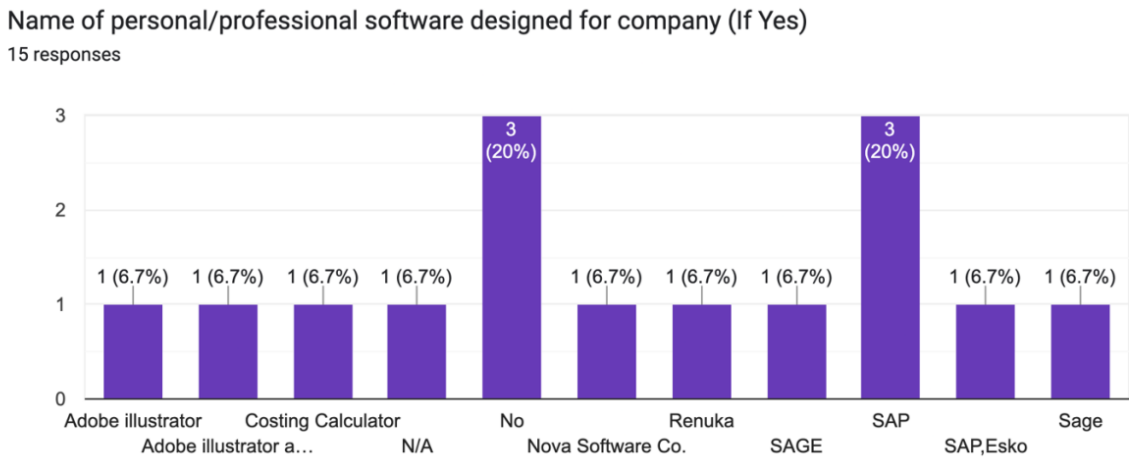

Figure No.: 4.3 Name of Personal/professional Software designed for company

Above figure shows response classification for Personal/professional Software designed for company. This software was adobe Illustrator, costing calculator, sage, SAPE, Nova software etc.

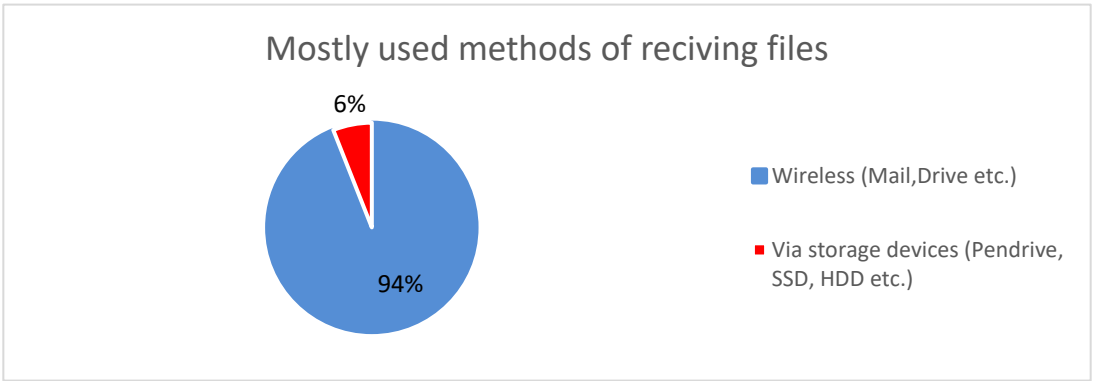

Figure No.: 4.4 Used Method for receiving files

Figure 4.4 is presenting mostly used method of receiving files. There are 52 responses where 94% of these responses for Wireless (mail, Drive etc.) and 6% via storage devices (pen drive, SSD, HDD etc.).

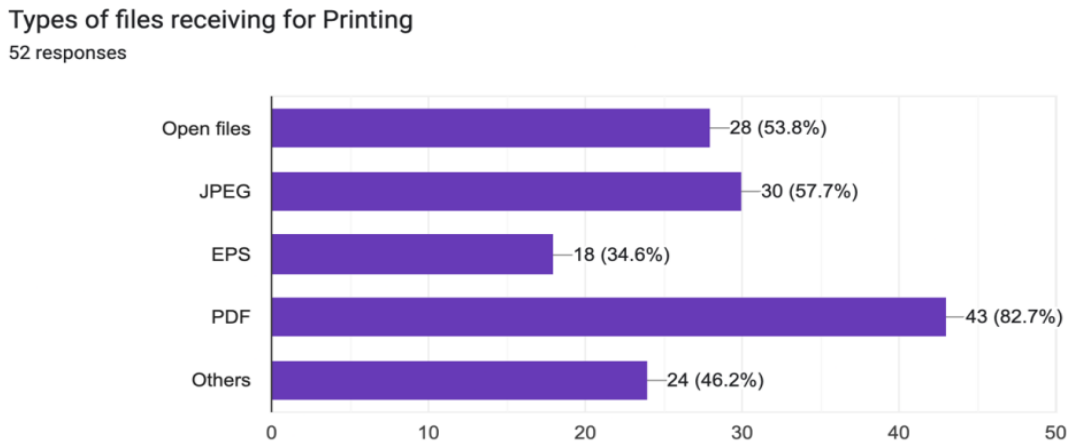

Figure No.: 4.5 Type of files receiving for Printing

Figure 4.5 is showing the different types of receiving files for Printing. It should be Open file, JPEG, EPS, PDF, and others format.

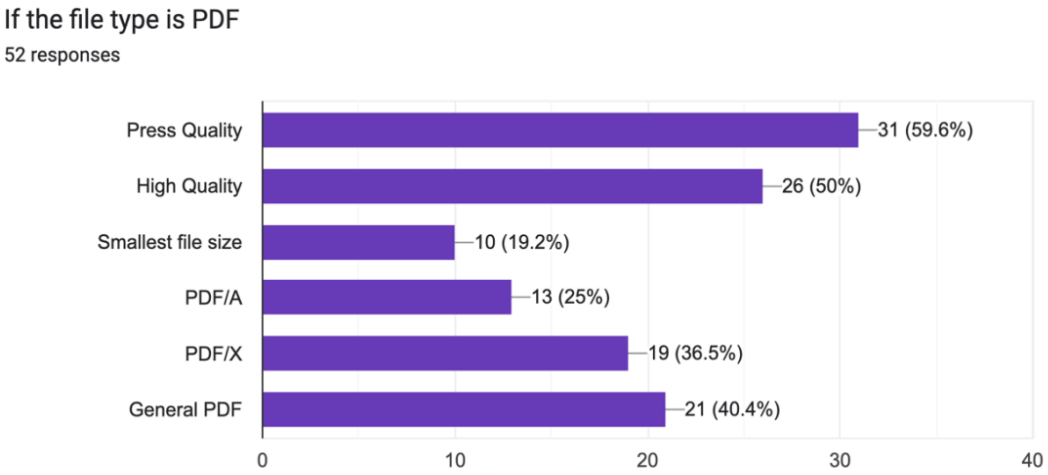

Figure No.: 4.6 PDF File type

Figure 4.6 is presenting PDF File type. Press quality, high quality, smallest file size, PDF/A, PDF/X, and general PDF are considered for Printing. There are 52 responses to express this graph by distribution of response in different categories.

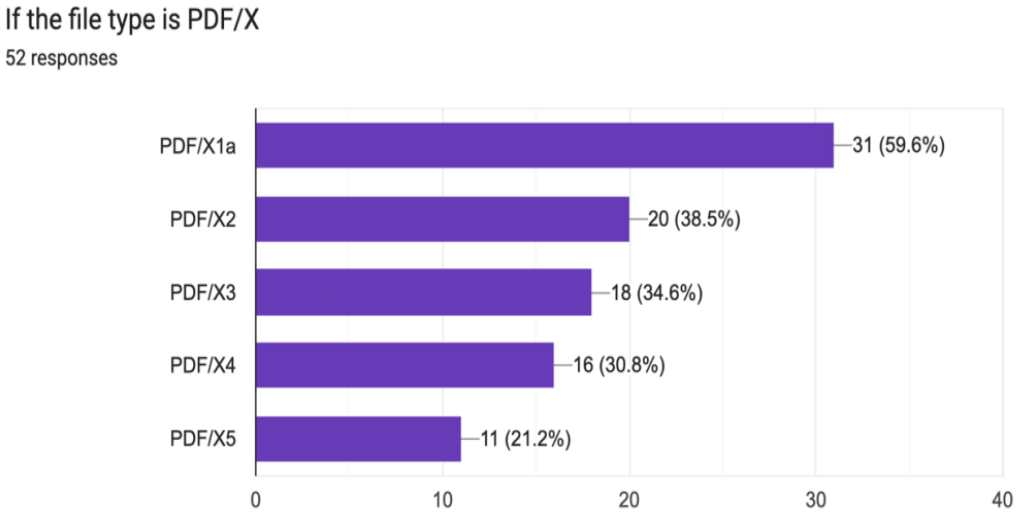

Figure No.:4.7 PDF/X file type

Figure 4.7 is presenting file type that is PDF/X. it is further divided into PDF/X1a, PDF/X2, PDF/X3, PDF/X4, and PDF/X5 formats by considering 52 responses in this Research work\ Survey.

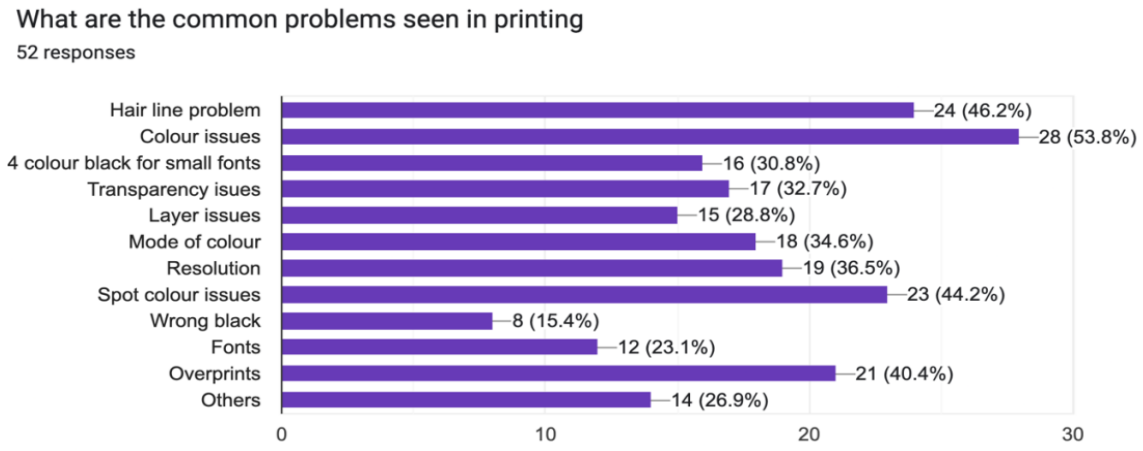

Figure No.: 4.8 Common problems seen in Printing

Figure 4.8 is presenting what are the common problems seen in Printing. There are some common problems such as Hair line problem, color issues, 4 color black for small front, transparency issues, layer issues, mode of color, resolution, spot color issues, wrong black, fonts, overprints and others issues which are considered in this graph.

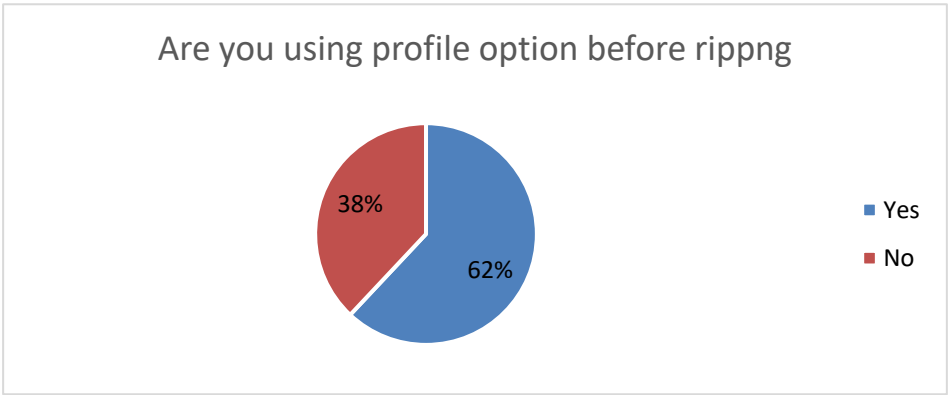

Figure No.: 4.9 Use of profile option before ripping

Figure 4.9 is presenting answer of user toward use of profile option before ripping. 62% people say yes for profile option. 38% people say no for profile option.

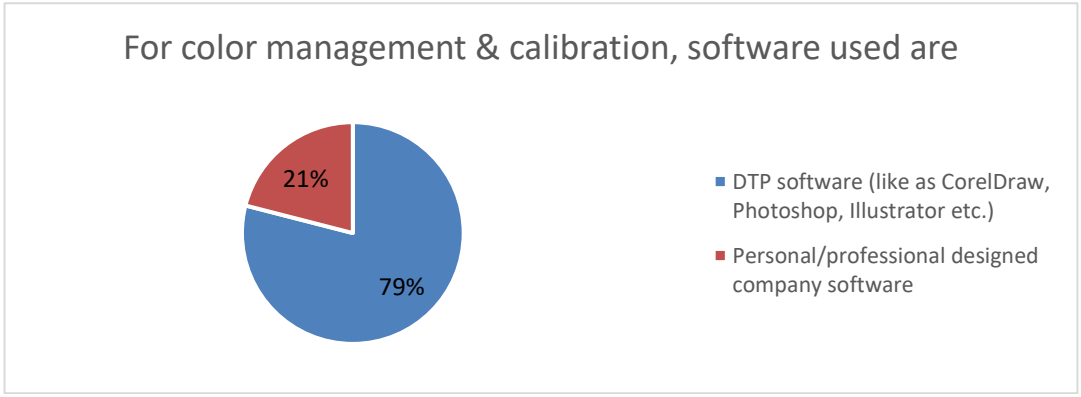

Figure No.: 4.10 For color management and calibration, software used

Figure 4.10 is showing software used for color management and calibration. There are two different software used that are DTP software and personal/professional designed company software.
Result and conclusion:

There has to be investigation into the various input file formats now in use across the Packaging and Printing industries. In conclusion, the questionnaire served as the backbone of the data gathering process from the Printing and Packaging companies. All information collected from the survey was documented as specified by the questionnaire and the needs of the project. Observation and analysis of the input file formats' standard data was performed in accordance with the needs of the research project or questionnaire. The objectives or aims of this study dictate that the collected and analyzed data must be sufficient to provide insight into the input file format used by the Printing and Packaging industries. Documentation of the results and reasonable conclusions has been followed. This study's primary objectives are to learn more about the files used in India's Printing industry (specifically, to assess the quality of the input files relative to both domestic and international standards); and learn more about the obstacles faced by Indian printers in their pursuit of excellence in output quality.

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