



KARJALAINEN

Sanomalehti Karjalainen Oy Selects ProImage Software to Enhance Print Quality and Reduce Ink Cost

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Sanomalehti Karjalainen Oy in Finland has implemented OnColor and OnColor ECO software.

The software ensures that all of its PDF page files are correct before being sent to the RIPS and plate-making. In addition the software automates any correction necessary for display advertising files prior to production - saving time and potential expensive error.

"It increases our production efficiency and does its job perfectly," enthuses System specialist Matti Mäkijärvi.

In addition, OnColor ECO ink optimization software automatically reduces ink consumption while maintaining the highest possible print quality. It automatically converts pages containing both pixel and vector data to the right color space while preserving the original color appearance. It also reduces rub-off and set-off - and the company's carbon footprint.

Sanomalehti Karjalainen Oy is a part of publishing group Pohjois-Karjalan Kirjapaino Oyj - shares are listed in NASDAQ OMX Helsinki Oy.

Pohjois-Karjalan Kirjapaino Oyj has several subsidiaries publishing following newspapers: the daily *Karjalainen*, the 3 times per week *Lieksan lehti* and *Ylä-Karjala*, the 2 times per week *Karjalan Heili*, *Outokummun Seutu*, *Parikkalan-Rautjärven Sanomat* and *Pogostan Sanomat* and the weekly *Pielisjokiseutu*.

Matti Mäkijärvi added, "the reduction in ink consumption provided by OnColor ECO has significantly helped in our effort to minimise production costs. Optimized inking has also improved color image quality which is valued by our readers and advertisers."

ProImage OnColor image processing software and OnColor ECO ink optimization software was supplied and installed by THT-image Limited, ProImage's partner in Finland. THT specializes in digital image processing, workflow and archiving solutions.