

# Staccato



## The Typecraft Wood & Jones Print Production System

Stochastic (FM) Screening - The new look in quality printing.  
Combining Tradition and Technology.



**Typecraft Inc.**  
WOOD & JONES  
ITHOGRAPHY

Staccato, also known as stochastic or FM screening is a new technology that enhances fine image detail in presswork, while eliminating halftone rosettes and screening moiré. Staccato improves color stability on press and delivers unrivaled consistency and image quality from proof to plate. Staccato makes FM screening a practical tool for today's designers.

### **Presswork stability offers more predictable color.**

Staccato brings tonal and color stability to each project by reducing variations in dot gain, trapping, and color contamination from paper.

Because the strict structure of halftone rosettes is eliminated and replaced with dots that are random in both shape and size, slight mis-registration will not cause color shifts in presswork.

This kind of stability allows TWJ to more reliably replace PMS colors with process conversions.



### **Staccato enables quality reproduction.**

Staccato produces high-impact, artifact-free images with greater image fidelity, richer colors, open shadows, sharper texture and finer detail. It eliminates screening moiré, rosette patterns, shade stepping, and abrupt tone jumps. Staccato screens absorb light more efficiently, protecting the purity and saturation of colors with near-continuous tone quality.

### **Effective proofing options.**

Staccato screens are proofed on our Creo Spectrum Trendsetter using Imation's digital Matchprint. This is the same machine that images the plates used on our Heidelberg presses, assuring process integrity from proof to press.

### **CREO technology means reliable stochastic screening.**

Computer-to-plate (CTP) devices require a level of process control in imaging, proofing, plating, and processing that makes it difficult for many printers to deliver consistent FM results. Creo technology at TWJ provides the highest level of process control and halftone stability on plate and proof, making stochastic screening reliable for routine daily production.





### **Smooth tints and quarter-tones for noise-free print.**

Staccato screens overcome graininess and visible artifacts in flat tint areas that are commonly associated with the earlier film-based FM screens. Staccato dots are clustered into more orderly patterns to eliminate low-frequency noise and inconsistencies that lead to visibly grainy patterns seen with previous FM screens.

### **Consistent and stable printing.**

Staccato dot structures carry a thin ink film through most of the tonal range, substantially reducing the variation in mechanical gain seen with other stochastic solutions. Dot gain in Staccato printing is primarily optical and not mechanical. Lower mechanical gain means less variation as inking levels and paper characteristics change on press, resulting in more reliable and predictable color. In contrast to conventional halftone screened images, those screened with Staccato are less susceptible to color shift when mis-registered, further improving color stability. Staccato's fine dot structure absorbs light more efficiently, resulting in less color contamination from the underlying paper.

### **Wide range of applications provides presswork flexibility.**

Using smaller dots Staccato prints with thinner ink films, making it ideal for printing onto a wide range of substrates including fine and recycled paper and uncoated stock. Shadows can be held open without sacrificing solid ink density, contrast, or gamut. Staccato's thin ink films dry faster than conventional screens, which improves performance on our precision presses, reduces drying time and helps speed design projects through the pressroom.

### **Screens optimized for print, proof, and tone control.**

Staccato is optimized for printability and smoothness. Unique halftone patterns are used in each separation for four- and six-color work and are built-in to deliver the same pattern of dots every time you print. Pre-determined calibration curves help normalize dot gain to standard printing conditions. TWJ's color management further optimizes Staccato to meet the requirements of quality graphic design reproduction.

Contact Typecraft Wood & Jones at **626-795-8093** for additional information.



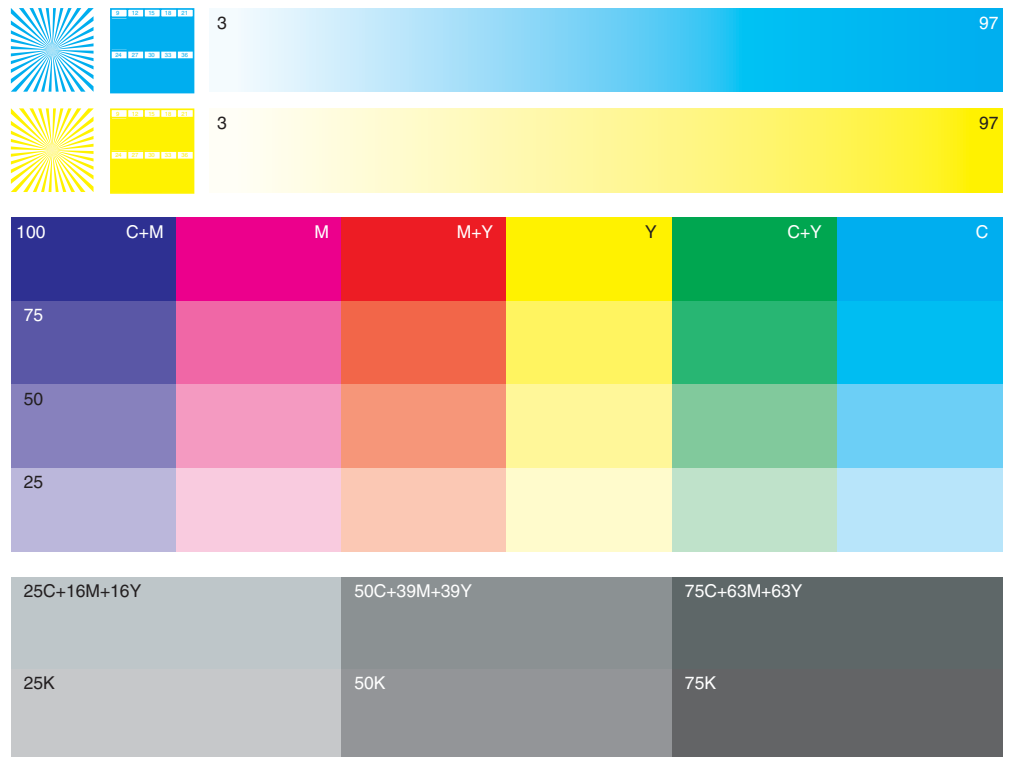
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Staccato, our new imaging technology, provides more control to enhance the output quality of all your design projects.



We invite you to join us.

Staying on the cutting edge of print technology through acquisition of the finest and latest equipment is part of our equation at Typecraft Wood & Jones; equally important is the constant training and skills elevation of our personnel. As these new technologies are mastered, our staff enjoys sharing the knowledge with you, our client, through seminars and hands on, one-on-one work-throughs of sophisticated projects. We know that with so many new techniques customer service will take the form of customer education, and we welcome the opportunity to work with you to share the benefits of our new horizons.

PROJECT CREATION

Project Name: Marketing Brochure

Project Date: 04/05/00

Budget: 15500.00

Start Date:

Trim Size  
Width Length

Untrim Size  
Width Length

5 11

18 12



[www.typecraft.com](http://www.typecraft.com)

Quantity 3: 1500

Project Name: Marketing Brochure

Yes

Mac disk - Output ready files

PC disk - Output ready files

QuarkXPress

PageMaker

Photoshop

Illustrator

Heidelberg

CreoScitex

TrendSetter

Spectrum

Matchprint

Imation

Epson

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