Baldwin Vision Systems designs and manufactures advanced colour management and inspection technology. In December 2017, Baldwin Technology Company formed the new “Vision Systems” business division by acquiring the products and expertise of industry leaders QuadTech, PC Industries, and Web Printing Controls.

WHAT REAL WORLD/INDUSTRY PROBLEMS DO THEY OFFER SOLUTIONS FOR?
On a most basic level, we help printers achieve higher print quality by eliminating defects, delivering perfect colour, and automating workflows. Our data-connected solutions help printers meet a number of today’s challenges: Coping with a less-skilled workforce at a time when requirements from brand owners and print buyers are increasingly complex; conforming to ever-changing industry standards; proving your print quality; reducing waste; keeping bad product out of your customers’ hands; eliminating rebates, etc.

WHAT PRODUCTS ARE FOUND TO BE MOST USEFUL FOR THE INDUSTRY?
In general terms, technologies that alert you to potential problems before they happen, inline solutions that share and use production data to alert, track, and report any variations from targets during the print run—rather than after. When you consider the high cost of substrates, ink, and press time…then add the cost to your reputation if an upset customer requires a re-run, these technologies pay for themselves very quickly.

TELL ME ABOUT THE WORKFLOW FOR COLOUR AND DEFECT MANAGEMENT.
Colour Management: Our Colour Measurement with DeltaCam provides accurate inline spectral measurements, reducing waste and ensuring all printed products are within customer-defined colour specifications. ColorTrack seamlessly integrates with ink recipe software to not only simplify workflow, but also dramatically reduce the number of ink corrections needed to achieve accurate, optimal colour. InkWeigh eliminates trial and error by weighing and tracking ink corrections at the press for each client, each job. The process enables printers to reduce leftover storage, and ensure full traceability.

Defect Management: Guardian PQV 100 per cent Print Inspection eliminates defects with a more efficient, accurate, data-connected inline inspection workflow. PQV provides complete print quality verification from prepress through production, reporting, and archiving for perfect runs. With Guardian RTM Real-Time Monitoring, printers can track and compare many different production metrics. Press managers can monitor changes as they happen, and make highly-informed decisions about print quality, defect management, and even operator-to-operator performance. Guardian OLP Offline Proofing & Inspection focuses on pre-press proofing and pressroom quality control. Graphic-Vision 500 Series Web Viewing provides complete print quality verification.

Systems quickly find defects such as mis-registrations, streaks, voids, and fills. For high quality, high accuracy inspection requirements—such as pharmaceuticals, security and banknote—we provide solutions that meet the most exacting standards, with features including sequential data verification, bar code decoding & grading, custom lighting and more.

As to the response from the industry: We’re seeing a good deal of excitement when printers see the technology in action. That said, the prospect of implementing sophisticated new tools can seem costly in the short term. Seeing how quickly these solutions begin paying large dividends goes a long way toward acceptance and adoption of technology. Those who lack disciplined processes to root out inefficiencies and tools to measure, manage, and automate improvements across the workflow will simply not be able to compete. The selection of smart, connected tools is becoming increasingly essential to any waste reduction and workflow automation initiative.

WHAT SPECIALISM OF THE INDUSTRY ARE THEY FOCUSED ON FOR 2019 AND BEYOND? PLASTIC, PAPER, WOVEN?
We do have solutions designed from the ground up to focus on unique challenges of specific applications. That said, our extensive product portfolio offers significant savings for a wide variety of press applications and substrates: Packaging printers and converters, tag & label printers, gravure and flexo press applications, web or sheetfed presses, flexibles, folding carton, film, paper, or board. As a technology partner, we can deliver a solution as simple as web viewing and PDF verification, or meet the high demands for precision and sophistication required in security and banknote printing.

WHAT ARE THEY LAUNCHING AT TRADE SHOWS THIS YEAR AND NEXT?
Near-term we are focusing on complete, data-connected solutions for colour management and defect management. Not just single products, but technologies that are connected and sharing data before, during, and after the press run. At drupa 2020 we will introduce some exciting additions to both the colour management and defect management workflows. We will fully launch the new ColorTrack Analytics software, which is designed to help printers deliver consistent, accurate color quality and customer reports—no matter what facility, process or materials are used to produce the printed product. We will also launch a new defect management technology which has yet to be named, and we believe this innovation will be a substantial leap forward.

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