



# COLOR20

#COLOR20  
[PRINTING.ORG/COLOR](http://PRINTING.ORG/COLOR)



get the answers here

Want to know how to achieve accurate and consistent color every time, no matter what the platform or process? Find the answers at COLOR20! Choose from 50+ dynamic sessions presented by the best color experts in the industry!

january 11-14, 2020  
hilton san diego resort & spa  
san diego, ca

Presented by:



Conference Partners:





## Top 5 Reasons to Attend COLOR20:

50+ sessions in three tracks covering Print & Production; Brand & Design; Standards, Research & Case Studies; and Color Tools breakouts.

Two totally FREE pre-conference sessions: Choose between Color Management Foundations or Fine Art Reproduction: The Ultimate Color Challenge.

Sensational keynote sessions from some of the biggest and best names in the industry.

THE leading industry experts in color are completely accessible throughout the conference—in sessions, at lunch, and during networking events.

Leave the winter blues behind while you enjoy the sun and sand of the Hilton San Diego Resort & Spa.

**COLOR20 attracts a diverse community. At COLOR20 you'll find:**

- Brand owners and managers
- Designers and creative directors
- Commercial printers
- Label and packaging printers
- Photographers
- Wide-format printers
- Anyone who needs to produce color accurately and consistently

## Dear Colorful Friends and Colleagues:

I've been busy working the past six months to bring you an extraordinary lineup of keynote speakers, breakout sessions, and two FREE pre-conference sessions at my favorite event—COLOR20.

In our industry, color crosses many organizational lines—from design to photography to brand management to production. It doesn't matter what your role may be—COLOR20 was developed for just you, because we all face the same challenge. How do you maintain color accuracy across multiple product lines using a multitude of diverse production processes?

COLOR20 is where you'll get the best insights, the best practices, and the best answers to all of your color questions! You'll discover strategies, tactics, technology, and even a few secrets about finding success in color. And best of all, you'll find an incredible community of people who live and breathe the subject!

See you in San Diego!



**Joe Marin**, Vice President of Education & Training  
*Printing Industries of America*



## Past attendees rave—

COLOR is the perfect venue to discuss the challenges of color management, help set the stage for future discoveries and standards development, and network with your industry peers.

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# COLOR20

get the answers here

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“Provides the best color knowledge to a diverse group—amazing event!”

“Always learn something new—and the bonus is the networking opportunities with attendees, vendors, and speakers.”

“Great sessions with the best industry giants sharing their stories, holding my interest, and leaving me wanting more!”

## Free Pre-Conference Sessions

SATURDAY, JANUARY 11



### **Color Management Fundamentals**

Don Hutcheson, Principal, HutchColor, LLC

*Saturday, January 11 from 1:30 PM – 4:30 PM*

The goal of color management is to obtain the best possible color match from creation to output, but the topic can be intimidating if you don't know how all the pieces come together. The good news is that color management is based on simple principles that anyone can understand, regardless of their technical knowledge.

Don Hutcheson, color management pioneer and inventor of the G7® methodology, will present Color Management Fundamentals to clarify the basic principles and workflows of color management and help you set realistic expectations. This complete introduction will benefit the novice who wants to get up to speed quickly or anyone who wants a thorough refresher. Come out of this session armed with the knowledge to take full advantage of the sessions at COLOR20!



### **Fine Art Reproduction:**

#### **The Ultimate Color Challenge**

Brian Lawler, Professor,

California Polytechnic State University

*Saturday, January 11 from 1:30 PM – 4:30 PM*

The art of reproducing art is probably the most challenging of color management processes. In this very special preconference session, Brian Lawler will show you—from start to finish—the intricacies of lighting, camera position, camera profiling, printer profiling, and points of control. Get real insights on managing customer expectations, special printing papers, viewing conditions, and making it all match. Learn all about the color gamut of original art, the color gamut of ICC color spaces, and how to put color management to work to produce the most accurate of all color—fine art reproduction.

SUNDAY, JANUARY 12



### **Colors of Life**

Frans Lanting, Acclaimed National Geographic Photographer, Frans Lanting Studio  
*Sunday, January 12 from 8:30 AM – 9:30 AM*

Drawing upon three decades of fieldwork in wild places from the Amazon to Antarctica, master photographer Frans Lanting will share how he interprets color in the natural world for his iconic imagery. Hailed as one of the great photographers of our time, Frans Lanting is frequently commissioned by *National Geographic* and appears in books, magazines, and exhibitions around the world.



### **Improving Printer-Brand Relations**

James Hillman, President and CEO, Mossberg & Company  
*Sunday, January 12 from 5:10 PM – 6:00 PM*

Brand owners and printers both want the same thing—consistent color output no matter what the product, process, or technology. Achieving that can be a challenge and can be the cause of friction. Learn how brands can provide essential visual guides and tools to their print partners to ensure compliance in producing corporate brand colors across offset, digital, and wide-format. See practical examples and learn what printers can do to be successful in matching corporate brand colors and what valuable information both can provide.

## Keynote Speakers



### **The Power of the Perfect Color**

Scott Lucas, CEO, Sterling Brands  
*Monday, January 13 from 8:30 AM – 9:30 AM*

While perfect reproduction of a brand's color is an exact and valuable science, what goes into determining the colors that define a brand? Scott Lucas, President and CEO of Sterling Brands, will explore the role of color in defining a brand, connecting with consumers, and delivering a consistent brand experience. Get inside information on the process that drives color selection, how and what a brand chooses to own, and how to leverage a color or color palette.



# Keynote Speakers

MONDAY, JANUARY 13



## **"Hey Man, I Ordered a Burger!"**

Jason Troutman, Principle Brand Designer, 3M

*Monday, January 13 from 5:10 PM – 6:00 PM*

Have you ever been in a restaurant, anticipating that first juicy bite of a burger you ordered, only to have a cold lifeless salad placed in front of you? Yeah, we've all been there. "Was it the waitstaff? Was it the cook? It couldn't have been MY fault!" The experience was a total miss.

Maybe this all sounds like your last interaction with a designer or a printer. The relationship between designers and printers has long been a blur. The convergence of creativity and control plays out in the consumer market, on the shelf, every day. Unpack (from one designer's perspective) the misunderstandings, disagreements, blame, and outright ignorance that exists between our professions.



## **Is Color Standardization More Difficult Than Milking a Duck? Let's Ask the Milkmaid**

Cecile van der Harten,

Image Department Manager, Rijksmuseum

*Tuesday, January 14 from 8:30 AM – 9:30 AM*

Color is emotion and emotion is not always the best guiding principle. The Milkmaid—Vermeer's oil on canvas painting—is not the best example of "the milk of human kindness." Her looks are deceiving—her yellow vest seems to be more yellow than it actually is while her skirt is a nightmare.

In museum imaging, major advancements have been made to capture digital files that are scientifically reliable while serving as a starting point for how these artifacts will be reproduced—from publications to commercial products. For the Rijksmuseum, standardization is key to accurately reproducing the finest of art for historic preservation and future use. Join Cecile van der Harten to find out where we are today and what challenges lie ahead after more than ten years of color management in museum imaging.



TUESDAY, JANUARY 14

## Main Stage Speakers



### **Part Two: Are You for the Orange Team or the Red Team?**

Dr. Erica Walker,  
Assistant Professor, Clemson University  
*Tuesday, January 14 from 9:30 AM – 10:15 AM*

Clemson Orange is critical to university and athletic branding, but it often skews toward red or yellow on the screens during sporting events. A myriad of technical and environmental factors make it difficult to control the output. Last year, Walker shared the initial findings of this study and like most research, answers tend to lead to more questions. At COLOR20, you'll learn about the progress made during the past year, including the results of testing a traditional solution and the trials encountered developing a new one. Be a part of the fun and wear any orange clothing you have to this presentation!



### **Building a Brand Loyal Brand**

Daryl Eifler, Founder/CEO, i4Color, Inc.  
*Tuesday, January 14 from 10:30 AM – 11:15 AM*

Creating long-term partnerships with big brands requires a mix of great communication, exceptional customer service, and the ability to insert business directly into a client's workflow. Using this mix, the i4Color brand has built loyalty with their elite brand clientele. In this session, Join Daryl Eifler as he shares perspectives and insights on how he's made i4Color the go-to image creation and premedia resource for some of the world's most recognized brands.



# Print & Production Track

## **I Love a Color Management Mystery**

Patrick Herold, Manager of Tech Support, CHROMiX  
John Scott Thorburn, Senior Color Analyst, Canon USA  
*Sunday, January 12 from 10:00 AM – 11:00 AM*

Join Patrick “Holmes” Herold and John “Watson” Thorburn as they explore some of their more baffling cases in this collection of real-life color management mysteries. Increase your color detective skills as they share how they solved color conundrums and identified malicious measurements and wicked workflows. Match wits with these famous color detectives and pick up several color sleuthing strategies while you’re at it!

## **Getting Color Right in Beverage Can Production**

Rich Apollo, Anheuser-Busch InBev Color Quality Manager,  
Southern Graphics Systems (SGS)  
*Sunday, January 12 from 11:10 AM – 12:10 PM*

Soda, beer, fizzy water—no matter what your favorite canned beverage may be—chances are you probably don’t know much about the process in which it was designed, manufactured, and distributed before reaching your hand. Join Rich Apollo as he discusses how beverage cans are produced and some of the color challenges of printing on metal.

## **Print Quality Scoring Systems: Conformance vs. Quality**

Dan Uress, CEO, Colorware USA, Inc.  
*Sunday, January 12 from 1:10 PM – 2:10 PM*

As print buyers become more familiar with quality scoring systems, new competition is emerging where printers are graded against themselves and the competition for the best print quality. Even if the work remains 100% in contractual compliance, there is no guarantee that the customer is 100% satisfied with print quality. Using practical examples, learn how brand owners and printers can manage these challenges and expectations from both sides.

## **So You Want to Have a 2 Delta E Tolerance?**

David Hunter, President, Pilot Marketing Group  
*Sunday, January 12 from 4:00 PM – 5:00 PM*

Which variables do you need to monitor and adjust for a 2-, 3-, or even 4-Delta E color tolerance? Backed by four years of scientific research, learn the differences, causes, and effects of color reference books, substrate variations, instrumentation, lighting, temperature, and more. Get practical takeaways to assess the influence of each of these variables within your production chain, understand how to manage them, and provide the tolerance your brand can accept.



## Process Control and G7®: A Match Made in Color Heaven

Mike Todryk, Color Technical Specialist, IWCO Direct

*Monday, January 13 from 10:00 AM – 11:00 AM*

You did it! High-five! You were able to eke out a G7® “shared appearance” across 13 different continuous web litho presses, two sheet-fed presses, 10 continuous web inkjet presses, 10 flexo presses, three Epson proofers, and three color toner devices. Now, if only you could count on it running that way tomorrow too. Mike Todryk will show you how G7®, standards, and process control can help maintain the “shared appearance” that has helped make IWCO Direct the leading direct mail marketing services provider in North America.

## Pro Tips for Troubleshooting Color

John Scott Thorburn, Senior Color Analyst, Canon USA

*Monday, January 13 from 11:10 AM – 12:10 PM*

Modern digital output devices produce great color with little intervention—until they don't. Identifying the problem, assessing where in color workflow it happened, and finding the solution are essential skills for all levels of digital color reproduction. Join us on a real-world journey through color space as we use common tools to identify, troubleshoot, and solve color-related problems.

## Best Practices of DeviceLink Technology

Thorsten Braun, CTO, ColorLogic GmbH

Barbara Braun-Metz, CEO, CrossXColor, Inc.

*Monday, January 13 from 1:10 PM – 2:10 PM*

DeviceLink profiles allow for linking a specific input device with a specific output device to optimize color conversion. Learn how they can save ink, linearize output, simulate spot colors, create CMYK and multi-color separations, be incorporated with G7®, and much more!

# Print & Production Track

## PANTONE®: The Inside Scoop

Jason Campbell, Solution Architect, X-Rite Pantone Inc.

*Monday, January 13 from 2:20 PM – 3:20 PM*

Pantone® is a name ubiquitous in the world of color and design. “Hitting the color” can present significant challenges even with the latest advancements in color management and print technology. Join us as we discuss what Pantone® Guides are and more importantly, what they aren't. Gain insight into how guides are made, why design apps differ, where the numbers come from, and how to manage expectations.

## CxF/X-4 and Its Use in Grand Format Printing

Dan Reid, President, RPimaging, Inc.

*Monday, January 13 from 4:00 PM – 5:00 PM*

Matching spot colors requires a realistic definition of the reference or source color. Revisit the fundamentals of traditional spot color management and how CxF/X-4 resolves some of the problems found using the traditional method. We'll also cover the tools needed to utilize CxF/X-4 data exchange in popular grand format RIP platforms.

**MONDAY, JANUARY 13**

# Brand & Design Track

## **Right Brain vs. Left Brain:**

### **Bridging Creative Design and Print Execution**

Angela Stone, President, Purposeful Packaging Design

Erica Aitken, President, Rods and Cones, Inc.

*Sunday, January 12 from 10:00 AM – 11:00 AM*

Challenges between designers and printers can sometimes turn in to an MMA cage match. “Surely the designer didn’t intend for that to be printed with the 15 Pantone® colors used to build it, right?” Printing is a left-brain process, while creative design is all right brain. Bridging what the designer is trying to achieve and how it works with the technical realities of what’s needed by printers is critical. This session provides a primer for developing clear “how-to” and “why” guidelines on designing for print and communicating effectively with your design/production partners.

## **Nailing Color in Adobe CC**

Peter Pretzer, ColorPath Solutions Development Manager,  
FUJIFILM North America Corp.

*Sunday, January 12 from 11:10 AM – 12:10 PM*

Getting great color output starts with solid native application and PDF files. How do you deal with PDF files that have a mix of RGB and CMYK imagery? Which PDF settings are best? How do you get the right color output for the target device? With Adobe Creative Cloud being one of the most prolifically used platforms in the industry, attend this session to learn how to get all your unruly native files and PDFs under color control!

## **How to Become the Color Management Champion**

Joe Bolokowicz, Senior Print Producer, Abelson Taylor, Inc.

*Sunday, January 12 from 1:10 PM – 2:10 PM*

Have you always relied on your printer to deal with color management? Are you a brand owner ready to build your own color-managed workflow and don’t know where to start? Become your company’s color management champion! This session will provide you with the key information required to get started in your company’s workflow to improve quality, increase efficiency, reduce cost, and get more color control.

## **Packaging Design and Prototyping**

Ben Starr, Color Technology and Workflow Expert,  
colormanagement.com

*Sunday, January 12 from 4:00 PM – 5:00 PM*

How do you translate a great package design into a prototype? There are many tools available that make color accurate prototyping quick and easy to bring in-house. Get the lowdown on overcoming these production challenges and more with real-world experience and advice from end users who have implemented prototyping solutions.

**SUNDAY, JANUARY 12**

## **We're All Brown:**

### **What Makes Pleasing, Printable Skin Tones?**

Pete Rivard, Assistant Professor, Graphics and Production, Dunwoody College of Technology

*Monday, January 13 from 10:00 AM – 11:00 AM*

No color family comes as loaded with cultural beliefs, preconceptions, and historical pseudo-science as skin tones. We'll examine skin values numerically—and visually—to measure and determine what numbers in various color spaces make pleasing, printable skin tones. Let's look at the numbers, swatch values, and photographs together, and uncover what we all have in common!

### **Make Your Brand Stand Out from the Crowd**

Dr. Mark Bohan, Director Color Solutions, Konica Minolta

*Monday, January 13 from 11:10 AM – 12:10 PM*

Print isn't just visual communication anymore—it can appeal to your other senses as well. New technologies can be integrated such as touch, smell, and interactivity. In this highly interactive session, experience these different technologies where brands are differentiating their products to increase customer engagement and satisfaction. Over 100 samples will be showcased!

### **LED Lighting: 20/20 Perspectives from Concept to Consumer**

James Summers, Vice President, JUST Normlicht, Inc. & GL Optic

*Monday, January 13 from 1:10 PM – 2:10 PM*

How accurate colors “look” depends on lighting. LED light sources are being installed at unprecedented rates and their impact on color can be felt throughout workflows—from product inception to production to retail store shelves each changing how color appears. Learn how to anticipate change, what LED standards are evolving, and what other industry leaders are doing about it.

## **Brand & Design Track**

### **Future Packaging Solutions:**

#### **Plastic-Free Oceans Start with You**

Neal Haussel, Director, Strategic Business

Development & Sustainability, Iggesund Paperboard Inc.

*Monday, January 13 from 2:20 PM – 3:20 PM*

Alluring design and brand color accuracy are essential, but we can't forget what's fast becoming most important to consumers: your brand's commitment to our planet's future. The largest market for plastic is packaging, and how it's being used and discarded is under intense scrutiny by the media and consumers. Get the latest on packaging solutions that print great color while supporting great form, function, design—and sustainability!

### **Managing Color from Design Forward**

Michael Riordan, Founder, Independent Good

*Monday, January 13 from 4:00 PM – 5:00 PM*

A key element of great design is ensuring great color in the final product. There are a myriad of variables that impact the accuracy and consistency of color throughout all phases of design production. This session will highlight the critical factors, settings, and decisions that impact color from the early stages of the creative process all the way through digital asset management and production.

**MONDAY, JANUARY 13**

# Standards, Research, & Case Studies Track

## **Analog Color Management in the 21st Century**

Julia Kartush, Textile Designer and Color Analyst, Arden Companies

*Sunday, January 12 from 10:00 AM – 11:00 AM*

In a world full of spectral data, it's easy to forget that the end consumer chooses a product mainly with their eyes—not with instrumentation. When regular use of a spectrophotometer isn't in the cards, how do you communicate consistently and efficiently to get the results you want? Explore the benefits of proper visual assessment using a well-calibrated light booth and a proficient color analyst.

## **The New World of Backlit Media and Color Management**

Ray Cheydleur, Portfolio Manager,

Printing, Packaging and Imaging, X-Rite Pantone Inc.

*Sunday, January 12 from 11:10 AM – 12:10 PM*

The materials used for backlit displays are changing—it's not just backlit signs using fluorescent tubes and inkjet-printed vinyl media. New substrate and backlight technologies require new measurement tools and new color workflows—this session covers the most up-to-date in information in this fast-growing market!

## **Expanded Gamut Shoot-Out: Real Systems, Real Results**

Dr. Abhay Sharma, Professor, Ryerson University

*Sunday, January 12 from 1:10 PM – 2:10 PM*

Get the latest research results of expanded gamut printing with CMYK+OGV software. How do systems reproduce the whole PANTONE+ Solid Coated digital library? Using HP Indigo and Epson expanded gamut printing systems, see all of the practical printed test results. Is expanded gamut ready for prime time? Who can achieve <2.0 DE? Attend this session for real systems and real results!

## **The Color Literacy Project: Designing an Interdisciplinary Resource for 21st Century Color Education**

Maggie Maggio, Owner, Smashing Color

*Sunday, January 12 from 4:00 PM – 5:00 PM*

The study of color has been relegated primarily to art education, where the information is often oversimplified, inaccurate, and fossilized. Radically rethink basic color education by introducing it as a collaborative arts and science subject at the elementary school level in STEAM programs and at the professional level across art, science, and industry. This session will present the goals and objectives of the recently formed Joint Committee on Color Literacy of the Inter-Society Color Council (ISCC) and the International Color Association (AIC).

**SUNDAY, JANUARY 12**

## **Real World iccMAX**

Chris Bai, Senior Color Expert /  
Vice Chair of ICC Displays Working Group, BenQ Corporation  
*Monday, January 13 from 10:00 AM – 11:00 AM*

After years of planning, researching, and restructuring, ICC has announced the latest specification—iccMAX. What are the exciting new features of iccMAX? How can you leverage iccMAX and integrate it into your workflow? What currently works, and what doesn't? In this session, learn all about iccMAX and get practical examples of how it can be leveraged in your color workflow!

## **Rethinking the Packaging Workflow: Golden Masters and Color Spaces**

Mike Strickler, Principal, MSP Graphic Services  
Jack Frank, Color Process Manager, WestRock  
*Monday, January 13 from 11:10 AM – 12:10 PM*

Color conversion of documents with multiple process and spot color elements can cause major headaches and delays. Learn how to dramatically reduce job prep and improve quality by employing “golden master” documents with original color spaces and spot colors in automated late-binding workflows. A case study will show the benefits of streamlined preparation of folding carton jobs for extended-gamut printing.

## **Smartphone Cameras: How To Maximize Image Quality and Color Accuracy**

Ford Lowcock  
*Monday, January 13 from 1:10 PM – 2:10 PM*

Do you own a “real” digital camera or, like most, do you rely solely on your smartphone to capture a moment in time? Have you ever stopped to consider just how accurate the color is from your phone? Attend this session and learn how to take full advantage of the camera phone's sensor for optimum image quality, editing, and color reproduction.

# Standards, Research, & Case Studies Track

## **Standards are Boring!**

William Li, Color Products Manager, Kodak  
*Monday, January 13 from 2:20 PM – 3:20 PM*

Talking about standards is a sure way to create space around yourself at a crowded party. If you're trying to land high-value accounts or a print buyer wanting to find a great printer—often sight unseen—then standards are where it's at. Join William Li for a practical session on what print standards you need to know about and a few things about how to get there. You may not come out at the end as the life of the party, but you'll definitely speak standards!

## **I Never Met-A-Meric I Didn't Like**

John Seymour, Owner, John the Math Guy, LLC  
*Monday, January 13 from 4:00 PM – 5:00 PM*

Metamerism is the often-overlooked consideration when utilizing expanded gamut as a cost-effective replacement for spot color. Despite excellent color management, packaging produced with spot colors sitting on the shelf alongside one printed with a combination of CMYKOGV inks may match under some lighting but not under others, potentially affecting consumer behavior. Get the facts of expanded gamut, lighting, and metamerism.

**MONDAY, JANUARY 13**



# COLOR20 Registration

**Member and Partner:** \$995

**Non-Member:** \$1195

**Educators/Students:** \$350

**Pre-Conference:** FREE with your conference registration

**Group Discount:** Register 3 or more at the same time and each person will save \$200 off—a total savings of \$600 for your company!

**PAYMENT:** All registrations are prepaid in U.S. funds. Payment may be made by check, American Express, Visa, or Mastercard. To register online, visit [www.printing.org/color](http://www.printing.org/color).

**CANCELLATIONS OR REFUNDS:** Please review the full cancellation/substitution policy at [www.printing.org/color](http://www.printing.org/color).



# COLOR20 Hotel

COLOR20 will once again be hosted at the Hilton San Diego Resort & Spa, located just minutes from San Diego International Airport, Downtown San Diego, and the Gaslamp district.

A discounted room block is available at \$159/night plus tax. Reserve prior to December 10, 2019 in order to ensure our discounted room block rate. After the deadline, reservations will be accepted on a space and rate available basis only.

To make your reservation, please contact the hotel directly at 1-877-313-6645 or [www.prmt.in/color20](http://www.prmt.in/color20) and use conference code PIA119. One (1) night's room will be charged to guarantee the reservation. The hotel cancellation policy is 7 days prior to arrival without penalty.



## Hotel Information:

Hilton San Diego Resort and Spa  
1775 East Mission Bay Drive  
San Diego, CA 92109  
Phone: 1-619-276-4010

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### COLOR TOOLS BREAKOUTS

Sunday, January 12 from 2:20 – 3:40 PM

New to COLOR20 are Color Tools breakout sessions! Get ideas for your business from industry experts and suppliers in 16 valuable, concise 20-minute sessions. Color Tools are where you'll see the newest gear and latest technologies and techniques to help you up your color game! See the latest sessions added at [www.printing.org/color](http://www.printing.org/color).

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SCHEDULE AT A GLANCE

SATURDAY, JANUARY 11

Time	
10:00 AM–1:00 PM	Pre-Conference Registration
1:30–4:30 PM	<b>Color Management Fundamentals,</b> Don Hutcheson, <i>HutchColor, LLC</i>
1:30–4:30 PM	<b>Fine Art Reproduction: The Ultimate Color Challenge,</b> Brian Lawler, California Polytechnic State University
10:00–5:00 PM	Conference Registration

SUNDAY, JANUARY 12

Time	Main Stage	Print & Production	Brand & Design	Standards, Research, & Case Studies
7:30 AM–5:00 PM	Conference Registration Open			
7:45–8:15 AM	Continental Breakfast—Expo Resource Center Open			
8:15–8:30 AM	<b>Welcome &amp; Introductions</b>			
8:30–9:30 AM	<b>Colors of Life,</b> Frans Lanting, Frans Lanting Studio			
9:30–10:00 AM	Break—Expo Resource Center Open			
10:00–11:00 AM		<b>I Love a Color Management Mystery</b>	<b>Right Brain vs. Left Brain: Bridging Creative Design and Print Execution</b>	<b>Analog Color Management in the 21st Century</b>
11:10 AM–12:10 PM		<b>Getting Color Right in Beverage Can Production</b>	<b>Nailing Color in Adobe CC</b>	<b>The New World of Backlit Media and Color Management</b>
12:10–1:10 PM	<b>Lunch</b>			
1:10–2:10 PM		<b>Print Quality Scoring Systems: Conformance vs. Quality</b>	<b>How to Become the Color Management Champion</b>	<b>Expanded Gamut Shoot-Out: Real Systems, Real Results</b>
2:30–3:40 PM	New to COLOR20 are Color Tools breakout sessions! Get ideas for your business from industry experts and suppliers in 16 valuable, concise 20-minute sessions. Color Tools are where you'll see the newest gear and latest technologies and techniques to help you up your color game!			
2:20–3:40 PM	<b>Sessions coming soon!</b>	<b>Sessions coming soon!</b>	<b>Sessions coming soon!</b>	<b>Sessions coming soon!</b>
3:40–4:00 PM	Break—Expo Resource Center Open			
4:00–5:00 PM		<b>So You Want to Have a 2 Delta E Tolerance?</b>	<b>Packaging Design and Prototyping</b>	<b>The Color Literacy Project</b>
5:10–6:00 PM	<b>Improving Printer-Brand Relations,</b> James Hillman, Mossberg & Company			
6:00–7:00 PM	Reception—Expo Resource Center Open			



SCHEDULE AT A GLANCE

Time	Main Stage	Print & Production	Brand & Design	Standards, Research, & Case Studies
7:30 AM–5:00 PM	Conference Registration Open			
8:00–8:30 AM	Continental Breakfast—Expo Resource Center Open			
8:30–9:30 AM	The Power of the Perfect Color, Scott Lucas, CEO, Sterling Brands			
9:30–10:00 AM	Break—Expo Resource Center Open			
10:00–11:00 AM		Process Control and G7®: A Match Made in Color Heaven	We're All Brown: What Makes Pleasing, Printable Skin Tones?	Real World iccMAX
11:10 AM–12:10 PM		Pro Tips for Troubleshooting Color	Make Your Brand Stand Out from the Crowd	Rethinking the Packaging Workflow: Golden Masters and Color Spaces
12:10-1:10 PM	Lunch			
1:10-2:10 PM		Best Practices of DeviceLink Technology	LED Lighting: 20/20 Perspectives from Concept to Consumer	Smartphone Cameras: How To Maximize Image Quality and Color Accuracy
2:20-3:20 PM		Pantone: The Inside Scoop	Future Packaging Solutions: Plastic-Free Oceans Start with You	Standards are Boring!
3:20-4:00 PM	Break—Expo Resource Center Open			
4:00-5:00 PM		Cxf/X-4 and Its Use in Grand Format Printing	Managing Color from Design Forward	I Never Met A-Meric I Didn't Like
5:10-6:00 PM	"Hey Man, I Ordered a Burger!", Jason Troutman, 3M			
6:00-7:00 PM	Reception—Expo Resource Center Open			

Time	
8:00–8:30 AM	Pre-Conference Registration
8:30–9:30 AM	Is Color Standardization More Difficult Than Milking a Duck? Let's Ask the Milkmaid, Cecile van der Harten, Rijksmuseum
9:30–10:15 AM	Part Two: Are You for the Orange Team or the Red Team?, Dr. Erica Walker, Clemson University
10:30–11:15 AM	Building a Brand Loyal Brand, Daryl Eifler, i4Color, Inc.
11:30 AM	Conference Adjourns

MONDAY, JANUARY 13

TUESDAY, JANUARY 14



# COLOR20

 | get the answers here

## Do You Have Color Questions?

Find the Answers January 11-14, 2020  
in San Diego, CA at COLOR20!



**Customize your learning experience with 50+ dynamic sessions designed for all skill levels**—fundamental, intermediate, and expert

**Choose** from two FREE pre-conference learning workshops

**Build** your connections with incredible peer-to-peer networking opportunities

**Learn** directly from the leading color experts in the field



Advancing Graphic Communications

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