

New strategic agreement: Colorware BV chooses Odesyo as partner in the continuous printing market

Montpellier (FR), 15 March 2022:

Odesyo and Colorware BV, Netherlands-based leading developer of color management software technology, have decided to join forces to create a complementary solution integrating Smijet, Odesyo's spectrophotometer, with Colorware's MeasureColor technology.

Odesyo's Smijet enables continuous, real-time spectral measurements on the printing machine. By inspecting 100% of the width of the printed surface, the integration of this device provides both speed and flexibility.

The interaction with MeasureColor software indicates how to effectively set up color on the printing press to ensure print process stability in just a few seconds. MeasureColor helps press operators interpret color deviations quickly and correct them accordingly. This reduces make-ready time and waste, and facilitates process improvement and color standardization.

Colorware BV Managing Director Ruud Wentrup explains, *«Our MeasureColor technology is open to the world. It connects to many measuring devices, integrates with all leading pre-press workflow systems, and focuses on process optimization in the print production supply chain. Our partnership with Odesyo allows our customers, especially those running narrow web and digital printing machines, to monitor production stability from start to finish – for every print run throughout their production plants.»*

Dominique Martin, founding partner and President of Odesyo adds, *«This partnership with Colorware brings out the best of our measuring technology. Measuring color only makes sense, provided operators can use measurement information to quickly and effortlessly adjust the press. The combination of both hardware and software technology offers a unique and strategically important solution for the market. Print companies should prepare for a more standardized production process because costs of raw materials, energy and waste massively impact their bottom line.»*

About Odesyo

Odesyo, headquartered in Montpellier, France, designs and manufactures inline spectral color scanning devices for users of traditional and digital color printing systems, as well as presses manufacturers. Thanks to the expertise of its team of engineers every product, software, and service is managed in-house – from the design to the manufacturing process.

About Colorware

Colorware BV is headquartered in Wassenaar, the Netherlands, and is a leading developer of software technology for Print Service Providers, PreMedia agencies, Print Buyers, and Brand Owners worldwide. With offices in the US and a strong network of agents, resellers, and industry leaders, it provides a true partnership for its customers across the globe.

See for more information: [Smijet and MeasureColor solution](#)

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