

# Invitation – ASEAN Printers to Participate in “Colour · Method · Master”: CTV Pilot Scheme

## Organiser



## Implementation Organisation



## Sponsor



中華人民共和國香港特別行政區政府  
文化體育及旅遊局  
Culture, Sports and Tourism Bureau  
The Government of the Hong Kong Special Administrative Region  
of the People's Republic of China



Advanced Printing Technology Centre (APTEC), under The Hong Kong Printers Association (HKPA), initiated the application of a print quality control method – Colour Tone Value (CTV). It has been adopted as one of the first Guangdong-Hong Kong-Macao Greater Bay Area (GBA) printing group standards. At the same time, the characterisation datasets (ICC profile) generated by using CTV methodology on two kinds of printing materials, namely CCNB (Clay Coated News Back) and white board, have been recognised by International Colour Consortium (ICC) ([www.color.org](http://www.color.org)). Not only are they the first submission from China, but also the first globally recognised datasets for CCNB and white board.

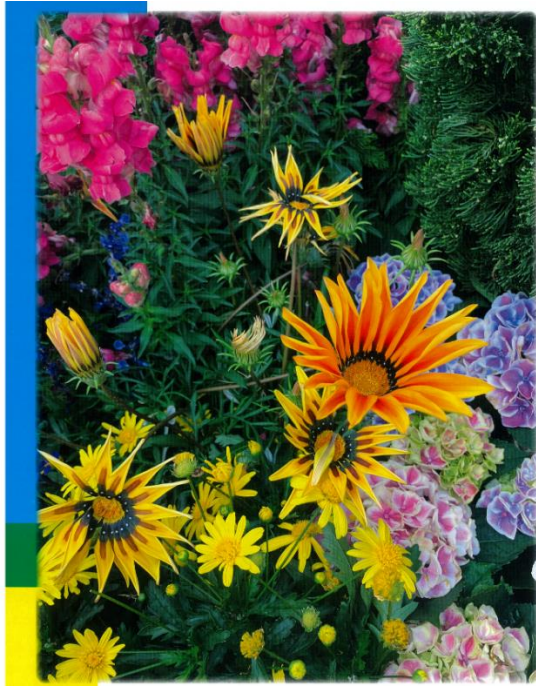
Established more than 20 years ago, APTEC has been leading the technology transformation and improvement of Hong Kong's printing industry. In 2017, ISO established the standard, titled "ISO 20654: SCTV Spot Colour Tone Value". After multiple studies by APTEC, this methodology is proven to be able to apply to different printing areas and methods, in addition to spot colour. It is found to be easier to use and can produce more details in colour and tone. This methodology has been included in ISO standards, by using the name CTV (Colour Tone Value). APTEC has also submitted the datasets generated by using CTV on the two above-mentioned printing materials to the Working Group of ISO/TC130.

In order to promote the effective use of CTV, HKPA has successfully applied funding from Cultural and Creative Industries Development Agency of the Government of the Hong Kong Special Administrative Region to organise the project "Colour · Method · Master: Promote high quality development of the printing industry and internationalisation of the printing standard initiative of the Guangdong-Hong Kong-Macao Greater Bay Area" ("Colour · Method · Master"), with APTEC as the implementation organisation.

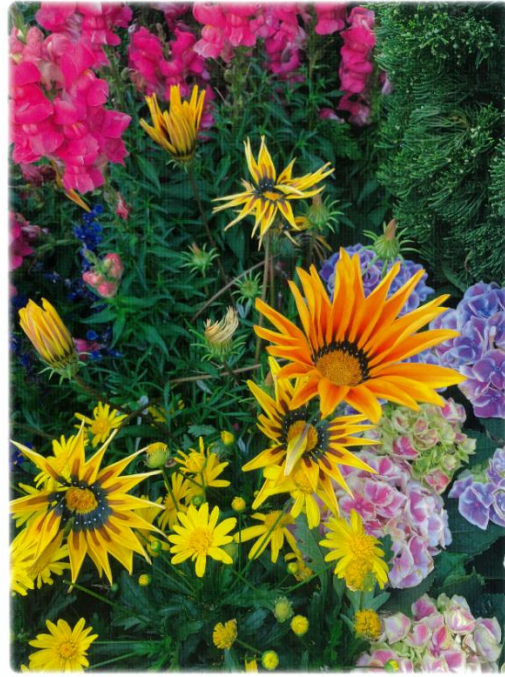
It is a long-term and important strategy for China to establish our own printing quality control method. In view of this, HKPA set the long-term goal to develop CTV technology, with the assistance of APTEC, as China's and even the world's mainstream printing quality control method, thereby strengthening the position of China's printing industry in the world.

ASEAN printers are now sincerely invited to participate in "CTV Pilot Scheme" which aims to expand the acceptance and application of CTV in the printing industry.

## About Colour Tone Value (CTV)



Using CTV calibration



Using other calibration method

Press calibration is an important strategy for print quality control. It is the process of adjusting a press machine to ensure that it is in optimised and repeatable condition. It helps to ensure the colour performance to be accurate, consistent and stable.

Apart from the hardware calibration, CTV is a TVI-based calibration method that uses colourimetric data. CTV combines the advantages of near neutral and density control. CTV is able to monitor both colour and tonal values, and can be applied to different printing methods, 4C printing, spot colour printing and multi-colour printing. It can bring better print performance as compared with other calibration methods.

### Easy to use, Widely used

- Can use with any printing ink and on any printing materials
- Can use with any screen ruling and screening methods (AM screen, FM screen, hybrid screen, continuous tone)
- Can apply to different printing methods, like offset, flexo, digital printing and gravure
- Easy to master because it is the same as traditional printing control of printing dots, but simultaneously monitors the dots of colour
- Ideal for packaging printing, with the 4C and spot dot curves calculated and used in the same way
- Smoother gradation, more detailed and better colour contrast

## CTV Pilot Scheme

CTV Pilot Scheme targets to recruit 15 to 20 printers (mainly from Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and the remaining few from other Mainland cities and ASEAN countries). For the participating printers, APTEC will offer on-site CTV training, including theory and hands-on practice (3 consecutive days), i.e. to print with CTV method by using the printer's own press machine. One-day audit will then be conducted within two weeks to one month after the training.

Expected number of participating printers (including offset printer, flexo printer, digital printer):

Printers in GBA: 12 to 15 companies

Printers in other Mainland cities: 2 to 3 companies

**Printers in ASEAN countries: 1 to 2 companies**

**The participating printers which completed the training with audit and achieved the target will receive the "CTV Certified Printer" certificate from APTEC and can join in various publicity. In addition, a subsidy of HK\$20,000 per company will be granted to the participating printers which meet the specified requirements.**

Requirements for receiving the subsidy:

1. Must sign the contract with HKPA and APTEC for participating in the "CTV Pilot Scheme";
2. Complete the CTV on-site training provided by APTEC within the time agreed upon by both parties, and meet the target in audit;
3. Must attend the "Printing Development Forum cum CTV Kick-off Ceremony" on September 10, 2024;
4. Must attend the "HK Summit - Global Printing Standardisation cum CTV Certificate Presentation Ceremony" in late 2025;
5. Participate in APTEC's publicity after obtaining the "CTV Certified Printer" qualification, which may include photo and video shooting, interviews, sharing session, etc., and allow HKPA and APTEC to publish the company name and the representative's photo and name in related publicity of the "Colour · Method · Master" project. Details will be discussed with individual printers.

Benefits for participating printers:

1. Receive CTV on-site training offered by APTEC, including theory together with hands-on practice, and audit, in order to master the CTV methodology in print production process.
2. Award with the title "CTV Certified Printer" upon completion of training and audit and achieving the specified target, and participate in all-rounded promoting which can help to enhance the company's professional image.
3. Participate in the "Printing Development Forum cum CTV Kick-off Ceremony" on September 10, 2024 to expand the network with China printers.
4. Participate in the "HK Summit - Global Printing Standardisation cum CTV Certificate Presentation Ceremony" in late 2025 to learn the latest trends of global printing standardisation.

In addition to the above, the participating printers must meet the following requirements:

1. Must equip with at least two 4C or above press machines and provide the same press machines for training, which have to be suspended from production during training;
2. Must equip with colour measurement tool, preferably with auto-scan function;
3. Must equip with CTP for offset printers, and preferably equip with CTP for flexo printers;
4. Preferably with colour management experience;
5. Preferably with printing standardisation experience;
6. Can provide stable print quality, with good reputation.

**During the training, one type of material will be used for offset and flexo printing, while two materials will be used for digital printing. Recommended materials include: coated paper, uncoated paper, CCNB, white cardboard, PVC plastic or label. The final decision on which materials to be used will be mutually agreed between the participating printers concerned and APTEC.**

**All applicants will be assessed by vetting committee, which has absolute discretion on the applications. No objection to the vetting committee's decision will be accepted. APTEC will notify all applicants of the results within two weeks after the application deadline by email.**

## **Application Deadline: June 26, 2024**

*Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organisers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.*

# Colour · Method · Master: CTV Pilot Scheme

## Application Form

Application deadline: June 26, 2024

### Organiser



### Implementation Organisation



### Funding Organisation



中華人民共和國香港特別行政區政府  
文化體育及旅遊局  
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### Notes to Applicant:

1. "CTV Pilot Scheme" is only open to the printers with production plant in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) (including Hong Kong), other Mainland cities and ASEAN countries, and the applicable printers include offset printers, flexographic printers and digital printers.
2. If the applicant has more than one factory plant that is interested in participating in the scheme, please fill in separate forms. Each form is only applicable to one factory plant.
3. Please read the details of the Scheme carefully before completing the application form.
4. Before submitting the application form, please confirm that all the information has been clearly filled in and submit the application on or before the deadline via:
  - Submit the attached form to [ctv@aptec.hkprinters.org](mailto:ctv@aptec.hkprinters.org); OR
  - Online submissionApplication submitted in other ways will not be accepted.
5. Submission of relevant documents may be requested during the application process, and if such documents cannot be submitted, the application will not be further processed.
6. No more than 20 printers will be selected to participate in the CTV Pilot Scheme (**including One or two ASEAN printers**). All applicants will be assessed by a vetting committee, which has absolute discretion on the applications. No objection to the vetting committee's decision will be accepted.
7. APTEC will notify all applicants of the results within two weeks after the application deadline by email.
8. Contact person: Ms. Brenda Pang, Executive Director of APTEC
  - Tel: 852-3589-5021
  - Email: [brendaok@aptec.hkprinters.org](mailto:brendaok@aptec.hkprinters.org)

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## Application Form

**Application deadline: June 26, 2024**

### Company Information:

Date of application:			
Company name:			
Contact person:		Title:	
Tel number:			
Mobile telephone number:	pls state country / area code		
Email address:			
Website:			
Mailing address:			
Address of factory plant to conduct CTV training and audit:			
Business nature:	<input type="checkbox"/> Commercial printing <input type="checkbox"/> Book <input type="checkbox"/> Packaging printing <input type="checkbox"/> Others, please specify:		
Number of staff:			
Has your company obtained the certification?	<input type="checkbox"/> G7 <input type="checkbox"/> Fogra PSO <input type="checkbox"/> Fogra PSD <input type="checkbox"/> Ugra PSO <input type="checkbox"/> C9 <input type="checkbox"/> Not		

### Equipment

Which kind of press machine will be used for CTV training and audit?	<input type="checkbox"/> <b>Offset</b>	Priority level	<input type="checkbox"/> 1 <sup>st</sup> choice	<input type="checkbox"/> 2 <sup>nd</sup> choice	
			<input type="checkbox"/> 3 <sup>rd</sup> choice	<input type="checkbox"/> N/A	
	Model of press machine :			Number of Unit:	
	<input type="checkbox"/> <b>Flexo</b>	Priority level	<input type="checkbox"/> 1 <sup>st</sup> choice	<input type="checkbox"/> 2 <sup>nd</sup> choice	
			<input type="checkbox"/> 3 <sup>rd</sup> choice	<input type="checkbox"/> N/A	
	Model of press machine :			Number of Unit:	
	<input type="checkbox"/> <b>Digital</b>	Priority level	<input type="checkbox"/> 1 <sup>st</sup> choice	<input type="checkbox"/> 2 <sup>nd</sup> choice	
			<input type="checkbox"/> 3 <sup>rd</sup> choice	<input type="checkbox"/> N/A	
	<input type="checkbox"/> Toner-based <input type="checkbox"/> Inkjet <input type="checkbox"/> Electronic ink				
Model of press machine :			Number of Unit:		

How many press machines are available in the above-mentioned factory plant?	Offset:	Flexo:	Digital:
Any CTP in the above-mentioned factory plant?	<input type="checkbox"/> Yes, please state the number of machine(s) with CTP: <input type="checkbox"/> No <input type="checkbox"/> N/A		
Please state the name and quantity of colour measurement tool in the above-mentioned factory plant	Handheld:		
	Auto-scan:		
If the above-mentioned factory plant has CTP plate dotmeter, please list its name and quantity:			
Is the above-mentioned factory plan using colour management in production?	<input type="checkbox"/> Yes <input type="checkbox"/> No If yes, please state the number of years and area(s) (?) that is/are (?) using the colour management in production:		
Is the above-mentioned factory plan applying printing standardisation in production?	<input type="checkbox"/> Yes, number of years: <input type="checkbox"/> No If yes, please state the number of years and the area(s)(?) applying the printing standardisation and the printing standard concerned:		
Other supplementary information:			

- Our company (Company name)  
has read and understood the details concerning the application for the CTV Pilot Scheme, and agrees that if our company is selected to participate in the Scheme, we have to complete the requirements of the Scheme, and agree that the information submitted, the print data and print sheets obtained during the training and audit can be used by The Hong Kong Printers Association, APTEC and the sponsor of the Scheme for future promotion and development of CTV and related projects at no additional cost.