



*"Whenever I need color management answers, I reach for the one tool which will solve all my color management problems- the telephone. I dial Rods and Cones and they lead me out of chaos!"*

- Russell Preston Brown

## Rods and Cones

Workflow Architects

Provides color-managed workflow solutions all over the world

Clients include:

- AMP Printing
- Athleta
- Bobkat Printing
- Box Studios
- dmax imaging
- E&J Gallo Winery
- Kelly-Moore Paints
- Label Technology
- Nishihara-Wilkinson Design
- Nordstrom
- Macy's
- Pottery Barn
- Restoration Hardware
- Schawk!, Stanford, CT
- Schawk!, San Francisco, CA
- SF Digital Studio
- Skidmore, Owings & Merrill
- Smith Group
- SMWM
- Spiegel Brands, Inc.
- Tiffany & Co.
- Title Nine
- VCG - Kestrel
- Williams Sonoma
- XYZ Graphics
- Young & Rubicam, Chicago



Rods and Cones, Inc.

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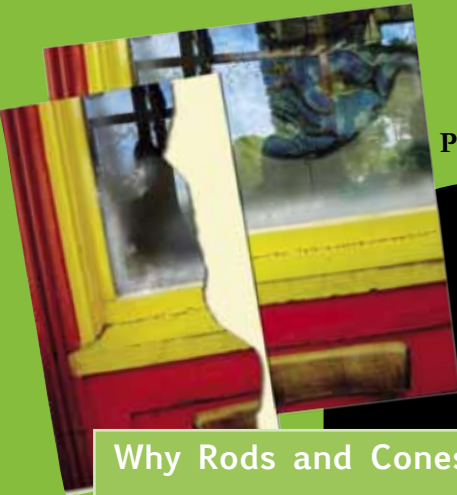


Got colors that don't match  
and files you can't find

# Rods and Cones

Building **Color Management** and  
**Integrated Workflow Solutions**

for Graphics Professionals



Press proof (left) and inkjet proof (Call to receive your sample)

## The high cost of chaos

### Why Rods and Cones?

Classroom knowledge of color management will take you only so far. We have eleven years of experience in the field, and we use them well. Our detailed knowledge of client environments allows us to anticipate your needs. We have a dedicated lab just for testing new ideas, software and equipment.”

### We bring you back from chaos

- We provide color management since 1996...
- To more than 800 clients in...
- Advertising, Corporate retail and catalog, Design, Photography, Packaging, Prepress, Production, and Printing.
- Our expertise includes color management, digital asset management, G7 SWOP and GRACoL printing methods, inkjet and laser proofing, teaching and training, soft and remote proofing.
- We specialize in designing and implementing digital workflow solutions, from capture to press.



Color problems and file management inefficiencies will eat away at your patience, your profits, and your image. To time and tempers lost to colors that never match, add lost opportunities you may not even realize you had.

Imagine a workflow where everyone can see the same thing on their monitors; their proofs match even if they are printed on different printers or papers, or even different locations... Assets are easily accessible and the system is completely customized. Everyone is on the same page using applications the same way, viewing and printing images identically, communicating effortlessly in an open and clear language. It's the language of awareness and consistency.

Rods and Cones is a recognized leader in color management for companies that demand precise color control in a fast and efficient workflow.

Call us with confidence. We test every product and idea in our lab. We'll begin by gaining a good understanding of your current workflow, goals and problems and then design and implement a solution that's just for you. We are finished when you say we're finished and when everyone in your team fully understand how to use the new workflow.

## The changing landscape of color management

Like many digital technologies, color management is not very old and it changes very fast. Not so long ago, a bad proof could easily be isolated from the rest of the workflow and fixed. Today, from capture to press, everything is connected. How you capture your image, where it goes, how it's stored, who views it, how it's corrected and proofed... all the way to the press and then in the archives. A color proof is part of a system. And though your work is printed in different locations, on different printers and papers and all kinds of platforms, you expect it to look the same anyway.

At Rods and Cones, we examine your workflow from start to finish and offer suggestions on how to save time and money, often in ways you didn't know existed. And always, we get you matching colors predictably and consistently.

## Managing assets

All efficient, streamlined workflows include a job and digital asset management system. In the course of our workflow evaluation, we will find the best solution for you. We are brand-agnostic and committed to finding the system that's best for you.



- ### Our expertise
- Analyze and develop workflows
  - Color managed proofing for laser and inkjet printers
  - Expert knowledge of EFI ColorProof, GMG, ColorBurst, Serendipity, Onyx, Rampage, Prinergy, Nexus and associated products
  - Soft and remote proofing
  - Press optimization to G7 SWOP and GRACoL specifications
  - Best industry practices for digital photography
  - Training and customized classroom teaching
  - Online classes with Knowledge is Key



Call Rods and Cones to order your M&M package