



## Digital Printing Insights #9: Display Calibration and Printer Profiling: How Often?

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***“How often would you recommend we re-calibrate our screens and get new profiles?”***

Assuming frequent use and printing, I practice and recommend weekly display calibration. Higher quality displays experience little ‘drift’ in color balance and brightness; inexpensive displays may require more frequent calibration - your mileage may vary. Most display calibration software offers before/after profile comparisons. If very little drift is detected on a weekly calibration schedule, you may choose to calibrate less frequently. Critical accuracy environments should calibrate with regularity (saves ink, paper, time, and money).

Printer/paper re-profiling frequently is not especially necessary if you’re using OEM inks and you’ve made no changes to your substrates (paper, canvas, etc.). Changing to a different paper (even if similar), installing a new print head(s), or switching to non-OEM/third party inks necessitates re-profiling. If critical accuracy is paramount, re-profiling regularly is a good idea. In my practice, I create a new printer profile for every new roll or cut-sheet box that gets opened.

The first custom printer profiles I ever purchased more than a decade ago were \$99 each (this fee included technical support). This cost was prohibitively expensive and discouraged me from experimenting with additional substrates. If one prints on multiple substrates and desires a new profile for each new batch of paper, the custom profiling expense can get out of hand rather quickly. Further, I didn’t need the technical support for which I was paying! *GreatPrinterProfiles.com* was launched in 2009 to offer a lower cost printer profiling alternative for experienced users.

Tired of wasting paper, ink, and time? Order your top-quality custom printer/paper profiles today from *GreatPrinterProfiles.com*