

Sacré bleu-vert-rouge!

The world's first RGB press

From Bonne-Plaisanterie, Quebec comes the startling news that a French-Canadian inventor claims to have developed the world's first RGB offset printing process.

Pierre Leblanc made his announcement on Saint-Jean-Baptiste Day to an audience of stunned pressmen gathered at the annual Bonne-Plaisanterie Pressman's Picnic. M. Leblanc described the initial inspiration for his special patented process, which circumvents the traditional printing method based on process inks (cyan, magenta, yellow and black), as having come to him quite suddenly while he was eating a tuna-fish, blue cheese, pickle and ketchup sandwich on dark rye.

"As I bit into my sandwich, the contrast of the green pickle against the red ketchup caught my eye, and in a flash—alors!—it struck me! Why not create a new printing technique that uses the natural hues of the additive color model to avoid the problems that plague CMYK printing? All that was left was to devise the proper substrate and work out the mechanics of printing in RGB."

Accordingly, M. Leblanc says he began experimenting with various materials until he settled on a specially concocted black Teflon-coated substrate which seemed to respond favourably to the custom formulated red, green and blue inks which he had developed in his laboratory. Although details were not forthcoming, M. Leblanc contends that the chemical reaction between the Teflon and the RGB inks produced surprisingly bright vibrant tones with a color gamut which far surpasses anything possible with the CMYK process.

"The RGB printing press will be a designer's dream," said M. Leblanc excitedly. "Color management will be tremendously simplified when monitors and presses are able to work in the same color space. No longer will creative people have to suffer the disappointment of seeing rich colors turn dull and lifeless because of the limitations of standard printing inks and the subtractive color model."

M. Leblanc says he hopes to find a manufacturer interested in partnering with him on the refinement and development of his RGB press. He admits that there are still several issues left to be resolved, including high material costs, training pressmen on the new technique, and convincing customers to accept the idea of printing jobs on Teflon. However he feels that over time the market will learn to appreciate the benefits of his radical new invention, especially as more people become accustomed to viewing RGB colors on the Web.

Investors and interested parties may contact M. Leblanc by writing rgbprinting@gxo.com.

right: Pierre Leblanc demonstrates his prototype RGB PRESS to curious observers. (This photo was printed using M. Leblanc's special RGB printing process. Notice the subtle variations in color reproduction due to use of the additive color method.)

