

The invention relates to a method for printing at least one print motif on a paper web (2) by means of a digital printing system, the method including the following steps: providing a digital image of a master sample of the print motif, printing a plurality of copies of a section (6) of the at least one print motif with different color settings, creating digital images of the printed copies, comparing the digital images of the printed copies with the digital images of the master sample, a degree of similarity being determined in each case, choosing color settings on the basis of the determined degrees of similarity and printing the print motif onto the paper web (2) using the chosen color settings.