



Press Release

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For Immediate Release

Color-Logic and Masterpiece Graphix Address Estate Wine and Craft Beer Markets

West Chester, Ohio, USA; July 2015—Color-Logic—developer of the Process Metallic Color System—has certified Masterpiece Graphix MGX 2523 2-mil Bright Silver Polyester/Permanent/90# Metalized Pressure Sensitive for use with the Color-Logic process. Commenting on the certification, Color-Logic Director of Sales and Marketing Mark Geeves said: “Certification sheets for the Masterpiece Graphix material—printed by Western Robidoux, a licensed Color-Logic printer in St. Joseph, Missouri—were found to be fully compatible with the Color-Logic Process Metallic Color System. This brilliant metallic label stock opens a new market for HP Indigo printers licensed to use the Color-Logic process. Print clients needing metallic labels for boutique wines and craft beers also can benefit from our ability to incorporate variable data and thus add value through personalization of these products for corporate clients or bespoke gifts. In addition, the Masterpiece Graphix stock, when printed with digital presses, addresses the growing need for short run production and prototyping applications at estate wineries and craft brewers.”

Since its creation in 1987, Masterpiece Graphix (MGX) has been an integral part of the digital print industry. In 2005, Hewlett Packard named Masterpiece Graphix the first North American HP Treatment Center due to the precision coating methodologies as well as the many digital substrate solutions they offered HP customers. Over the years MGX has provided HP Indigo users with more than 900 materials and offers specialty coating and digital substrates to all other major digital printers. MGX draws on more than thirty years of experience in printing, coating and packaging, and offers a wide array of digital substrate and coating options. The company excels at sheet, roll, narrow web, wide format coating, and specialized material coatings. For more information visit mgxdigital.com or call 636-349-6401.

Color-Logic™ develops color communication systems and software tool sets for a variety of special effect printing applications. Color-Logic provides brand owners, product managers, corporations, and their advertising agencies the ability to differentiate themselves and their clients with a simple print production process that yields dramatic results. Color-Logic decorative effects utilize the existing workflows of printers and designers, yielding dynamic results without the use of special equipment. Color-Logic supports the value of print and works with designers and printers to enhance their printed media. For more information, visit www.color-logic.com or call +1-513-258-0047.

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