

Press Release



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For Immediate Release

Color-Logic Provides Alternative to Expensive Hot Foil Stamping

West Chester, Ohio, USA; June 2015—The Process Metallic Color System developed by Color-Logic provides a low-cost and time-saving alternative to traditional hot foil stamping. Mark Geeves, Color-Logic Director of Sales and Marketing, discussing the process, said: “With just white and conventional CMYK inks, printers can achieve exactly the same look previously available only with expensive hot foil stamping. Moreover, printers no longer need to rely on expensive specialty foil stamping subcontractors, since they can achieve the same striking colors on their standard presses. To attain the ‘hot foil look,’ printers can simply print on silver metallic substrate or on silver cold foil which they can apply in their own shops. Not only does the Color-Logic process dramatically reduce costs and preparation time, but printers can complete an entire job internally and thus increase profitability. Finally, the need to inventory different hot foil colors is entirely eliminated. Printers who use Color-Logic to do ‘foiling’ find the process fast and easy to manage. Graphic designers and prepress personnel, using the Color-Logic Design Suite, have all the necessary tools in Photoshop or Illustrator plug-ins, plus a viewer which enables them to see the effects of metallic designs before going on press.”

Discussing a unique aspect of the Color-Logic process, Geeves added: “Printers using the process on either metallic substrate or cold foils can gradate metallic colors one into another, something that is impossible with foil stamping.”

Developed for brand managers, product managers, corporations and advertising agencies, the Process Metallic Color System gives licensees the ability to differentiate themselves and their clients from the competition by simplifying the design and print production process and implementing eye-catching decorative effects into their branded products and associated collateral. The Color-Logic system is compatible with offset, inkjet, flexography, digital presses, screen printing, and gravure processes. It is ideal for packaging, pouches, direct mail, point-of-purchase material, signage, post cards, literature, booklets, labels, shrink sleeves, calendars and much more. 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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