

# Press Release

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## For Immediate Release

### Color-Logic Releases Metallic Separation Tool

West Chester, OH; *January 2015*—Color-Logic has released Image-FX, a software plug-in that automatically creates a metallic ink separation for conventional printing or a white ink separation for use with metallic substrate. The Photoshop plug-in is available to Adobe Creative Cloud users and produces images particularly effectively in wide-format and UV printers.

Color-Logic Chief Technical Officer Richard Ainge, commenting about the introduction, said: “The Color-Logic Image-FX plug-in analyzes photographic images and automatically calculates the required metal effect for different tonal regions. This automated tool eliminates the costly and time-consuming hit-or-miss approach of integrating metallics into an image. In conventional printing, metallic ink is used only where required, thus cutting ink consumption. When printing on metallic substrates, the tool eliminates the tedious task of cutting white ink masks. Designers requiring vector treatment of their images, or any of the other dramatic Color-Logic special effects, can upgrade to the full Color-Logic Design License at any time.”

The Color-Logic Image-FX tool may be downloaded from the Color-Logic website, [www.color-logic.com](http://www.color-logic.com), for \$699 per year, or \$75 per month.

With the Color-Logic Process Metallic Color System, brand managers, product managers, corporations, and advertising agencies can differentiate themselves and their clients from the competition. Color-Logic tools simplify design and print production, creating eye-catching decorative effects for use on branded product packaging and associated collateral. The Color-Logic system is compatible with offset, inkjet, flexography, digital presses, screen printing, and gravure. It is ideal for packaging, pouches, direct mail, point-of-purchase material, signage, postcards, literature, booklets, labels, shrink sleeves, calendars and much more.

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](http://www.color-logic.com) or call +1-513-258-0047.

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