



Press Release

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For Immediate Release

Color-Logic Shares EFIA Technical Innovation Award

West Chester, Ohio, USA; May 2015—Together with eight other graphic arts vendors, Color-Logic—developer of the Process Metallic Color System—shared in the European Flexographic Industry Association Technical Innovation Award, at a ceremony recently held in the United Kingdom. The lead supplier, Mark Andy, was assisted in the production of a metallic swatch book by API Foils, Innova Films, Cheshire Anilox Technology, Reprobrand, GMC Color, and JFM Plates, in addition to Color-Logic. The winning swatch book demonstrated how, using white and conventional CMYK inks, the cold foil process can provide striking metallic images similar to those previously available only through hot foil stamping.

Commenting about the use of the Color-Logic system on cold foil, Richard Ainge, Color-Logic Chief Technical Officer said: “Use of the Color-Logic system on cold foil enables both flexographic and lithographic printers to achieve a “hot foil look” by printing white and CMYK inks on silver cold foil. This technique eliminates the time-consuming and expensive hot stamping process, as well as the need to inventory different foil colors. Color-Logic is pleased to have been part of this award-winning technology demonstration.”

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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