

Press Release



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For Immediate Release

Color-Logic-JetComp Collaboration Produces Metallic Flexible Packaging Prototypes

West Chester, OH; February 2015—Proofing Technologies, manufacturer of JetComp films used for producing flexible packaging mock-ups or proofs, has collaborated with Color-Logic to streamline prototyping or proofing of metallic flexible packaging. Color-Logic has certified JetComp 2 mil Silver Metallized Polypropylene film for use with its Process Metallic Color System. By utilizing the Color-Logic process and printing with an Epson, Mimaki, or Roland solvent wide-format printer, package designers can immediately see the effects of the Color-Logic system on their packages.

Discussing the process, Color-Logic Chief Technical Officer Richard Ainge commented: “Prototyping metallic flexible packages was difficult and unpredictable until Color-Logic and JetComp collaborated to simplify and standardize the process. Color-Logic files may now be printed on JetComp metallized film using widely available wide-format printers to proof and produce short runs of new flexible packages.”

Color-Logic Director of Sales and Marketing Mark Geeves added: “Designs for printing on metallized films require complex white ink masks. The complex masks can be generated with just a click of the mouse using Color-Logic software, rather than the hours often required when creating the masks manually within Adobe Creative Suite. Our user-friendly Illustrator and Photoshop plugins enable graphic designers to produce dramatic effects and achieve greater shelf impact by utilizing the metallic substrate with white, cyan, magenta, yellow, and black inks within the design. Our collaboration with JetComp and their metallized films enables prototyping to be done in a fraction of the time and cost associated with traditional methods being used today.”

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 or call +1-513-258-0047.

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