

# Press Release



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## For Immediate Release

### **Color-Logic to Show Cold Foil Techniques at INFO\*FLEX 2015**

**West Chester, Ohio, USA; April 2015**—At INFO\*FLEX 2015 in Nashville, Tennessee, Color-Logic—developer of the Process Metallic Color System—will demonstrate how cold foil can be combined with the Color-Logic system to produce striking metallic labels and other printed materials. Discussing the process, Color-Logic Director of Sales and Marketing Mark Geeves said, “Color-Logic is fully compatible with cold foil applications. More than 250 remarkable metallic hues and special effects can be created by simply printing white and conventional CMYK inks over silver or holographic silver foils. And the viewer feature in the Color-Logic Design Suite enables graphic designers and prepress personnel to see their metallic special effects before going to press.”

Commenting further about the use of the Color-Logic system on cold foil, Geeves added: “By printing white ink and CMYK inks on silver cold foil, Color-Logic provides a simple and low-cost alternative to expensive and time-consuming hot foil applications. Using only one silver foil rather than a variety of metallic foils significantly reduces inventory costs, and the fact that the metallic colors produced are unique to the printer makes it very difficult for customers to move jobs from printer to printer. Using the Color-Logic technique on cold foil, Mark Andy recently produced a swatch book demonstrating the special effects available. The Mark Andy swatch book won the coveted European Flexographic Industry Association Technical Innovation Award in the UK.”

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

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