

Press Release



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For Immediate Release

Nazdar Named Color-Logic Screen Printing Technology Partner

West Chester, OH; *November 2011*—Nazdar—manufacturer of ultraviolet, water-based, and solvent-based wide-format digital, screen printing, and flexographic inks—has been named a technology partner by Color-Logic. Announcing the supply partnership, Color-Logic Director of Sales and Marketing Mark Geeves commented: “Color-Logic has worked extensively with Nazdar in their development of UV inks that complement our Process Metallic Color System and enable screen printers to take full advantage of Color-Logic features. At the recent SGIA show in New Orleans, Nazdar showed samples printed with their inks to crowds that were amazed by the metallic images and special effects that can be produced. Among the Nazdar UV inks approved for the Color-Logic process are the Nazdar PowerPrint® 1600 Series, Nazdar NFX20 Graphic Transparent Inks, and Nazdar First Down Chrome Inks. Nazdar Consulting Services can provide education and training on the Color-Logic process and are available to assist screen printers in effortlessly achieving beautiful metallics.”

Nazdar manufactures the most comprehensive selection of UV, water-based, and solvent-based wide-format digital, screen printing, and flexographic inks obtainable from a single source. Nazdar inks are primarily used by printers in the point-of-purchase, banner, container, industrial, metal, nameplate-membrane switch, roll label, sign, and textile decorating markets. For more information, see www.nazdar.com.

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 special 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 513-258-0047.

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