

Press Release



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For Immediate Release

Reich Paper receives Color-Logic Certification

West Chester, OH; *November 2012*—Several substrates available from Reich Paper have been certified for use with the Color-Logic Process Metallic Color System on HP Indigo cut sheet commercial presses. Commenting on the certification, Color-Logic Director of Sales and Marketing Mark Geeves said: “Reich Paper Shine Pearl Digital and Shine Silver Digital substrates were thoroughly evaluated in the Color-Logic laboratories and were found to produce excellent results with Color-Logic special effects, including Dimensional, Watermark, Image-FX, and Gradation. The Reich Paper substrates receiving approval include two-sided material in both text and cover weights. Indigo users with white ink capability can confidently use these Reich Paper substrates and produce outstanding special metallic effects for their clients.”

Reich Paper President Duke Reich, discussing the certification, said: “As a result of our work with Color-Logic, HP Indigo cut sheet press owners can now realize the dynamic effects of the Process Metallic Color System.” Founded in 1958, Reich Paper today is international in outlook, but remains a small, family-owned and customer-focused business, offering specialty papers to designers, printers, and connoisseurs of fine paper for more than 50 years. The mission of Reich Paper is to create and offer the highest quality old world papers with the innovation and needs of the new world in an environmentally sustainable way.

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 513-258-0047.

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