ENG

COLOR LOGIC®
Special Effects for Print™

Process Metallic Color Charts™ & Swatch Books

Color Communication

The Process Metallic Color Charts and/or swatch books are the core foundations of the Process Metallic Color System™ which provides a color communication system for 250 metallic colors for decorative effect substrates, inks and coatings. Printers and Convertors are granted a license to manufacture their own Process Metallic Color Charts or Swatch Books, versus trying to match a generic purchased color guide, which was printed under unknown conditions and more often, with substrates and inks that are not applicable to the printing process of the printer!

The 250 colors are communicated using the Color-Logic Design Suite™ – a set of digital color palettes and plug-in software for designers. The combination of accurate color charts and automated design tools reduces the iterative trial and error of getting metallic colors right on press and getting color approval. The Process Metallic Color Charts and Swatch Books can be printed with either metallic ink plus CMYK or for metallic substrates, white ink plus CMYK. In addition, printers can also print onto clear substrates and laminate or apply to a metallic substrates, e.g. Shrink Sleeve applications.

Color Charts and/or Swatch Books – Key features & benefits

- 250 metallic colors printed inline using only 5 colors
- Reduces ink inventory of metallic spot inks
- Color charts become a press proof of the colors which can be produced
- Takes into account current and future substrates, inks and coatings
- Can be produced to the Printer/Converters in house standard, (G7, GRACol, FIRST printing specifications) or to standards such as ISO
- Self-printed color charts eliminates trying to match generic purchased swatch books

Print Certification Test Forms™

Printers and convertors also output the The Print Certification Test Forms – these demonstrate a selection of sample designs using metallic colors and special effects. These test forms are used for the certification process of the printer, but are also ideal for marketing samples for your salesforce to drive new revenue opportunities.

Key features & benefits

- variety of the 250 possible metallic colors
- examples of the proprietary Color-Logic design techniques
- can be used as a visual guide to determine what effects the designer wishes to use
- can be utilized by the printer to evaluate new substrates, inks or coatings

The Process Metallic Color Charts and Swatch Books are compatible with offset, inkjet, flexography, digital presses, gravure and screen printing processes.

Color-Logic Inc 8216 Princeton-Glendale Road – Suite 248, West Chester, Ohio 45069-1675. USA
T: 513.258.0047 **E:** info@color-logic.com **W:** www.color-logic.com

© Color-Logic Inc | February 2015
CL/LIT/SB-0215-Rev1