



STRENGTHEN YOUR BRAND

X-Rite Solutions for Packaging Supply Chains

Drive Accurate and Consistent Color Throughout your Packaging Workflow



How do you deliver brand color consistently, more quickly, and at a lower cost?

Drive consistent color throughout your packaging supply chain

From inspiration to output, from concept to consumer

When properly implemented, color management delivers consistent color from design to prepress to production for standard CMYK or MultiColor printing. From color inspiration to color reproduction, you gain time to market and reduce costs!

Controlling the press is the first step. Once you know how color will appear on press, it can be accurately simulated with digital proofing technology. Then you can specify and implement color management solutions throughout your packaging supply chain, including:

- Creating color standards
- Establishing color communication processes
- Managing color workflows from design to display to proof
- Quality control at every stage of the production process



Let's look at an example:

You have a six color package containing orange, violet and gray which need to be exactly right. You could print CMYK for your halftone images plus two spot colors for an accurate violet and orange, but that process is pricey and will eat into your profit margin.

Do you have to sacrifice the budget or compromise the quality?



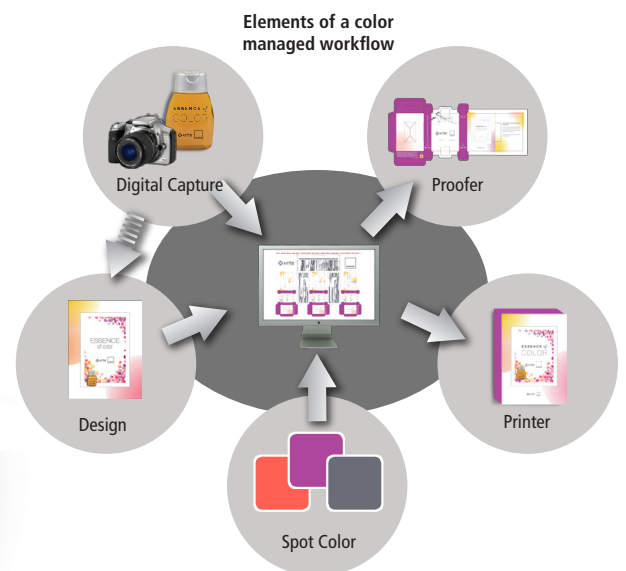
There is a better solution:

Packaging Solutions from X-Rite allow you to execute package design and printing in less time without compromising quality.

From CMYK to MultiColor to true N-Color printing where you create custom primary inks, X-Rite has the end-to-end technology solution to help you achieve accurate color throughout the process.

The result?

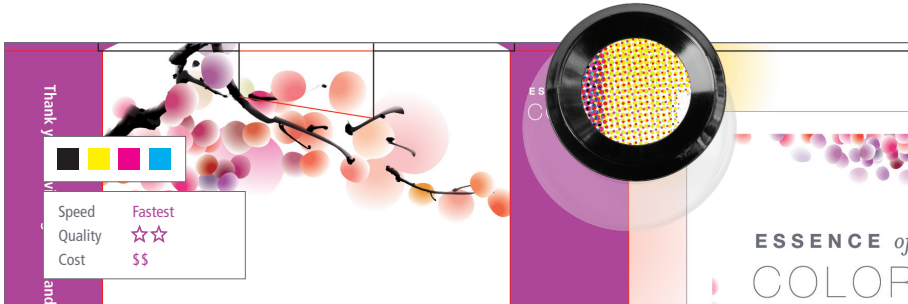
More choice, more control, better quality, and less waste – in record time.



Your process, your choice

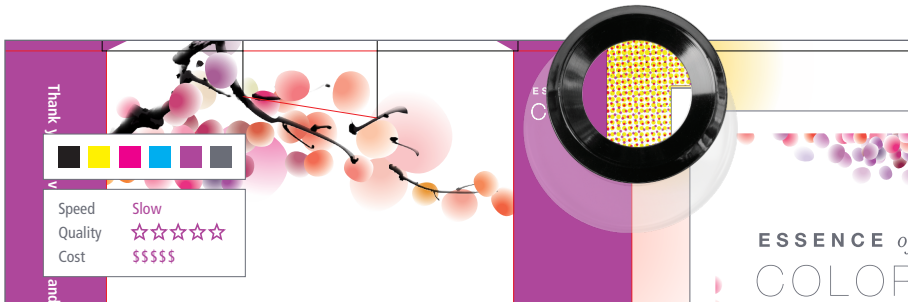


X-Rite can help you achieve accurate and consistent color throughout the package printing process - whether you choose to print CMYK plus spot colors, MultiColor, or true N-Colors that require specific primary inks. The result equals more choice, better quality, and less waste - in record time.



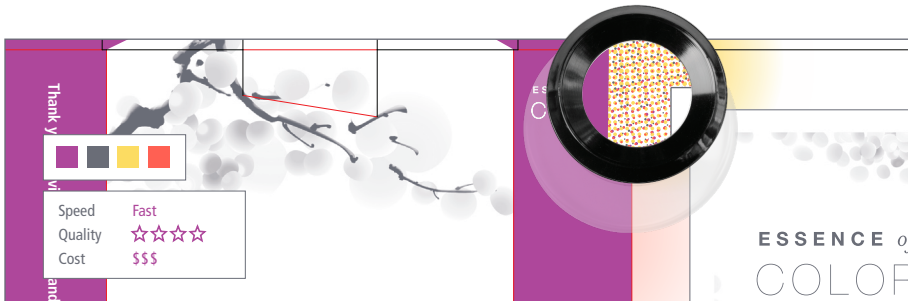
CMYK

CMYK provides good quality for halftone images, but due to the limits of the CMYK printing process you can't always get an accurate match for spot colors. Inevitably the color doesn't reproduce properly and appears dirty. However, CMYK remains the cheapest, fastest option - if you can live with the compromise in quality.



CMYK + Spot Colors

CMYK in association with spot colors offers you the advantages of a standardized CMYK process for your halftone images, plus the reliability of an accurate reproduction of your brand colors. However, increased prepress and printing costs make this the most expensive option.



N-Color printing with GOP

Using GOP (Generic Output Profiler) eliminates your need to compromise. Choose the colors that match your most important spot colors and pick additional colors as needed to maximize the gamut for halftone images. With ProfileMaker 5 Packaging, you can simulate the results onscreen, eliminating expensive iterative cycles to check color. GOP gives you great quality that's both fast and less expensive.

Increase your ROI

Integrating a digital color communication network throughout your packaging production workflow can provide fast and significant return on investment for your supply chain. Utilizing a GOP workflow centered around X-Rite's ProfileMaker 5 Packaging software, to produce the Essence of Color perfume box, we saved 20%, were able to print in two days, and we achieved the desired quality. Visit the X-Rite website and calculate your specific ROI with our online ProfileMaker 5 Packaging calculator to see how effective color communication can positively affect your bottom line.

xrite.com/packagingroi



Connect color throughout your supply chain – Save time and money and improve color quality

BRAND OWNER

Needs better ways to specify color and assure quality for packaging



DESIGNER

Needs to quickly and easily select PrintSafe™ brand colors

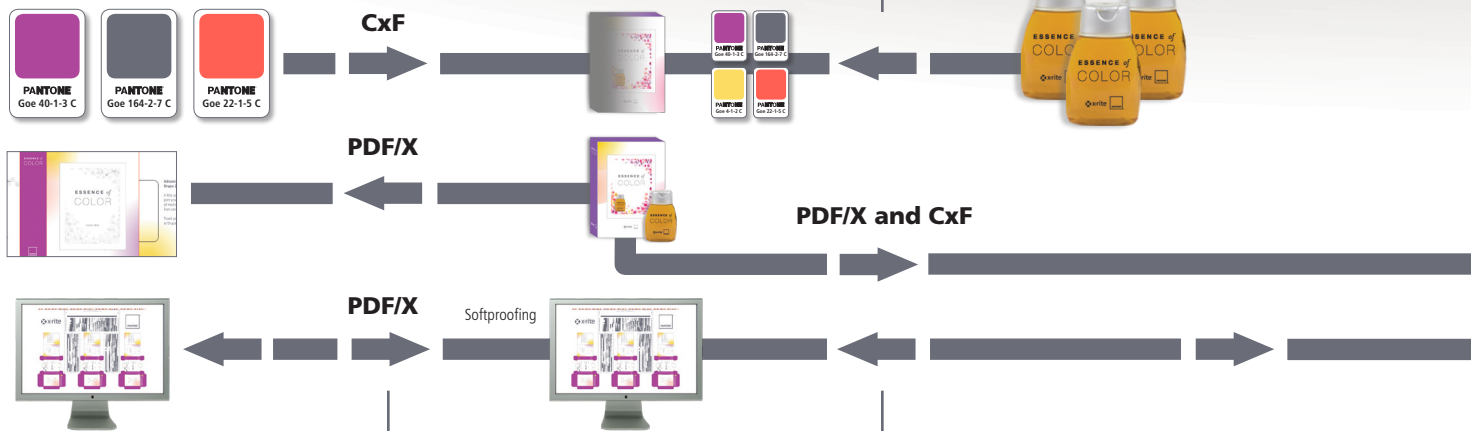


PHOTOGRAPHER

Capture true color and communicate to design and production



Essence of Color Packaging Workflow



Color Specification

Accurate color starts with accurate specification. With CxF and custom color standards, your team can share spectral color data and visual color samples throughout the entire workflow.

Color Inspiration and Softproofing

Being able to trust that the colors you choose will be faithfully reproduced is key - both during design and in preparation for production. ColorMunki Design and i1 Solutions for color management ensure your colors always look right. Plus you can softproof N-Color files with our unique Adobe Photoshop® plug-in.

Softproofing / Color Management

Want to be sure that the digital photo you are delivering to your client is accurate? By checking it on a color-managed monitor and digital photo printer, you'll ensure that it will still look great in production.



PREPRESS OPERATOR

Needs efficiency and accuracy in color reproduction and proofing



INK SUPPLIER

Needs to provide accurate color matches on wide variety of media and substrates



PRINTER

Needs to shorten make-ready, reduce waste and deliver accurate color on time

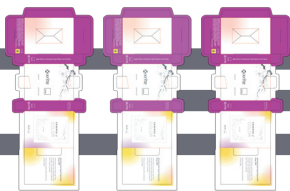


Hardproofing

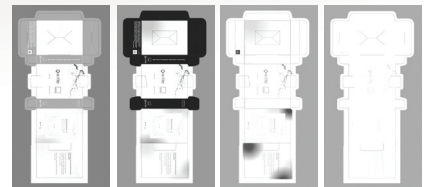


Softproofing

Separations: GOP CMYK CMYK + Spot



CxF



CTP

PDF separations

One Click Multicolor Separations

One click automated separations remove the tedious manual process in Adobe Photoshop® which can take several hours to create layers, masks and add colors. X-Rite's unique Adobe Photoshop® plug-in is automatic and works in seconds.

Ink Formulation

Delays in getting the right ink on press can cost precious time and affect customer satisfaction. X-Rite's InkFormulation is the software of choice for fast, accurate recipe creation, storage, approval, and retrieval.

Quality Control On Press

Accurate plates are a prerequisite to accurate prints. X-Rite's plate control solutions let you check your flexo and offset plates and correct errors before you go to press. Once you're on press, our auto scanning inline measuring systems let you easily perform quality checks during press runs in real time. You'll reduce set up time and be able to correct errors before they get out of hand.



Competitive Edge

In the competitive packaging production market, accurate color throughout the production process can be a huge challenge. You need to perfectly match brand colors, determine the optimal color separations, and then maintain that color throughout the print run – and replace it from one print run to the next. With X-Rite's solutions, there's no longer a reason to struggle with costly delays and inconsistent results. You'll gain higher levels of productivity and increased quality control for consistent results – a definite competitive edge.

ColorMunki Design

ColorMunki Design gives your designers the freedom to design with any color from the visible spectrum, even ones you never thought possible. Select colors from PANTONE MATCHING SYSTEM® and PANTONE Goe™ libraries, image libraries or capture spot colors from just about any substrate, plus preview out-of-gamut colors by printer or paper type. Includes essential color control functions for calibrating displays, projectors, and printers with spot color optimization in a fully integrated all-in-one device.

ProfileMaker 5 Packaging Software

Dramatically accelerate your time-to-market with ProfileMaker 5 Packaging. You can easily create N-Color profiles with up to 10 colors and, with only one click, automatically produce separations and softproof directly in Adobe Photoshop® - An incredibly valuable time saver!

GOP (Generic Output Profiler) Technology

ProfileMaker 5 Packaging software incorporates technology that allows you to easily swap colors from an existing press profile without having to run new test charts. You can experiment with the number of colors and different ink combinations to find the most desirable and cost effective combination without running costly press proofs. You can truly experiment with "digital inks".

Color Management Solutions for Better Process Control

Realize real-time production control and QA benefits with prepress and pressroom solutions from X-Rite. From color inspiration to color output, from color specification to color reproduction, X-Rite hardware and software will help you communicate your colors faithfully, accurately, and efficiently.

Color Exchange Format (CxF)™

Color Exchange Format (CxF) is the universal file format for storing and communicating color information. Because it can contain RGB, CMYK, L*a*b*, Spectral and any other color data needed, you can rest assured that you're sharing the most accurate, complete color information with all the players in your workflow. In conjunction with physical standards and correct viewing conditions, CxF is essential to communicating color accurately and efficiently throughout the process.

Color Specifier Services from X-Rite

Brand owners often have limited resources and lack the in-house expertise to implement full supply chain color programs. X-Rite provides a suite of consulting and training services allowing you to focus your time on your business rather than on the tedious technical details.

From initial consultation and requirements development all the way through to final implementation and evaluation, our professionals create a custom program specifically designed to meet your needs. We can help you with everything from the most basic set of standards, specifications, and training to the most sophisticated global workflow design.

We start by doing an initial assessment of your needs and the capabilities of your suppliers. We will then recommend standards and specifications, processes, equipment, and training so everyone in the workflow can get certified as quickly and easily as possible.

Ongoing evaluation, support and fine-tuning complete the process – giving you maximum benefit from your specifier program investment.



Enabling Spectral Color Communication:



The Supply Chain



	BRAND OWNER	DESIGNER	PHOTOGRAPHER	PREPRESS	INK SUPPLIER	PRESS
Color Management ColorMunki Design ColorMunki Photo i1XTreme i1iO i1iSis with OBC	=====	=====	=====	=====	=====	=====
Profiling Software ProfileMaker 5 Packaging				=====		=====
Plate QC vipFLEX2 iCPlate2 XT				=====		
Pressroom Handhelds SpectroEye 530 939				=====		
Auto Scanning Intellitrax						=====
Ink Formulation & Print QC Software InkFormulation and Color Quality					=====	
Instrument Calibration Management NetProfiler2	=====					
Lighting Judge II SpectraLight III	=====	=====	=====	=====	=====	=====





xrite.com | pantone.com