

## PantoneLIVE and ColorCert support Dongguan Modern Paper Company to Streamline Production and Achieve Faster Color Matching



**Industry:**  
Paper Packaging



**Facilities:**  
78,000 SQM



**Employees:**  
1,000



**Daily Capacity:**  
1,000,000 Units

Founded in 1976, the Dongguan Modern Paper Products and Company Limited is a Hong Kong based paper packaging manufacturing company. It holds many certifications, including ISO 9001:2015 and 45001 as well as a G7 Master qualification. It is also an ISTA Testing Center with qualified ISTA certified packaging engineers and modern testing equipment to meet ISTA intensive testing requirements from ISTA 1, 2, 3, 6, 7, Sam's Club, and Amazon FFP.

With a focus on sustainability, Dongguan Modern Paper was looking for a way to achieve fast, accurate color to streamline production and minimize waste for their production facilities and their customers.

"With X-Rite's eXact spectrophotometer, PantoneLIVE digital standards, and ColorCert quality control solution, we can quickly and easily coordinate with clients on color matching. We can set clear digital standards with preset color data for less misunderstanding and waste. Now our customers do not need to come to our factory for press checks, which saves them time and money as well."

**~ Romeo de los Santos, Account Manager, Dongguan Modern Paper**

## Challenge

Although Dongguan Modern Paper used an X-Rite eXact spectrophotometer for color management, customers normally provided Pantone chips for color matching and came on site to visually evaluate samples. When a different substrate color would affect the final color of a print, Dongguan Modern Paper would create color drawdowns for the customer to visually evaluate.

Depending on the light and perception of the evaluator, the customer's decision to pass or fail a color was very subjective. When color was approved, the customer would sign off on the samples as future standards. Dongguan Modern Paper would use the eXact to measure the color, then input the LAB standard into its database to share with printer operators and quality control managers for color matching and evaluation. It was a manual and time-consuming process that still relied on subjective visual evaluation.

## Solution

Dongguan Modern Paper expanded their color management tools to create an end-to-end digital workflow with PantoneLIVE and ColorCert. Adding digital standards and quality control is the easiest way to achieve accuracy and consistency across shifts and sites, regardless of production requirements.

**PantoneLIVE** is a secure, cloud-based ecosystem that houses digital Pantone standards so everyone involved in the print workflow can access the same digital color data. PantoneLIVE includes dependent standards that set clear color expectations for a specific print process, substrate, and ink system. Dongguan Modern Paper runs jobs based on the latest PantoneLIVE digital standards and uses the eXact to measure color at various points throughout production to ensure it stays on track.

**ColorCert** is a modular quality control solution that streamlines color communication across the print workflow. Utilizing a combination of ColorCert modules, every stakeholder in the workflow – including brands, prepress, ink room, and pressroom – can share color data, print expectations, tolerances, press setup information, and rate job scores. If a job score is low, it is easy to analyze the cause and gain insight to optimize production by streamlining and improving processes.



## Results

- Connects everyone with a digital workflow for fast color matching
- Sets clear targets for color reproducibility on a variety of substrates
- Provides immediate feedback so press operators spend less time reviewing data
- Enables fast corrective action if color shifts during the run
- Removes ambiguity and reduces human error
- Produces consistent color between print sites and operators
- Eliminates time and cost associated with onsite press checks
- Creates a more sustainable print workflow with less waste