



Pantone 2985C

## **Packaging Workflow**

End-to-End Solutions to Specify, Communicate, Produce,  
and Monitor Consistent and Predictable Color

# When it comes to color, there is only one true partner.

X-Rite Pantone has been working with brands, designers, and printers around the world for more than 150 collective years, and we continue to research, develop, and test new and innovative ways to define, specify, measure, and manage color.

We partner with our customers to identify areas of workflow sophistication and deliver scaled solutions that cater to specific needs and growth opportunities. Our customizable blend of tools include color standards, software, and instrumentation to streamline workflows and produce timely and consistent color across each substrate and every job.

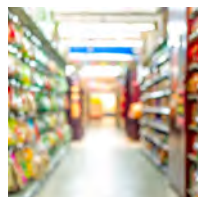
You can trust X-Rite Pantone to help you achieve the very best color — during specification and design, throughout formulation, on press, and in each and every finished product.

## An Irresistible First Impression

**Color can make your brand message break through the clutter to stand out on the shelf, or fade into a sea of packages.**

With so many variables affecting color quality – ink formulation, substrate properties, tone reproduction, and other factors – achieving accuracy and consistency can be a challenge. X-Rite Pantone solutions can help:

- Align production and brand expectations.
- Reduce variables and streamline supply chain complexities.
- Map digital master standards to process and substrate-specific standards.
- Eliminate visual evaluation errors caused by non-standard lighting.
- Reproduce accurate color on different materials.
- Verify and report on production quality.
- Reduce frustration and time to market.



# Without the Right Solution, Color Can Quickly Go Wrong.

X-Rite Pantone is the best partner for your color journey. As your needs change and evolve, we will be there, equipped to support you and ready to grow with you.

## Instrumentation



### Profiler

Calibrates and profiles monitors, scanners, proofers, and presses.



### Densitometer

Provides accurate density and dot gain results (TVI).



### 0:45 Spectrophotometer

Provides all density metrics plus colorimetric and spectral values.



### Handheld Sphere Spectrophotometer

Measures color with or without the impact of surface effects.

## Visual Assessment



### Light Booth

Replicates multiple lighting environments to visually evaluate color consistently.



### Physical Color Standards

Verifies the color chosen at specification is the same color at final product.

## Software



### Quality Control

Ensures consistent color throughout the supply chain using configurable options.



### Digital Standards

Digitally specifies and communicates color standards to all global supply chain stakeholders.



### Quality Assurance

Communicates and manages precise color and print specifications throughout the packaging and print supply chain.



### Formulation

Manages ink recipes and ink assortments, improves basic material handling, reduces hazardous waste, and reduces ink inventories.



### Automated Closed Loop Control

Automated system that adjusts and controls the press, reducing variation and reporting results quickly.

# End-to-end solutions for a variety of applications:

	Application											
Pre-Production	Brand	✓		✓		✓	✓	✓	✓	✓		
	Pre-Media	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Production	Metal/Foil			✓	✓	✓	✓	✓	✓	✓		
	Flexible film/Plastic		✓	✓	✓	✓	✓	✓	✓	✓	✓	
	Coated Paper		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Corrugated Board/Kraft		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Paper Board		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



## Brand

Establish and support a brand's identity by applying accurate color from specification to on-shelf product.

## Pre-Media

Prepare color accurate print jobs to ensure specifications are consistent throughout file preparation and proofing.



## Production

Print and finish the job on time, on budget, and on color.

## Packaging Workflow

### Brand

Consistently get the color you set and expect from your suppliers. With X-Rite Pantone solutions, you can accurately specify color and understand how Pantone colors will look on different substrates, using different print process combinations. You can even track real-time color during production for objective quality results.



Pantone 4625C

#### Design

- Predict final result of design and color across different substrate applications.
- Access precise brand and color spectral data from a secure a cloud-based system.
- Set and digitally communicate global tolerances.



#### Quality Control

- Allow stakeholders to work to the same achievable standards.
- Comprehensive production reporting to identify, evaluate, and correct areas of opportunity.
- Seamlessly communicate QC results for closed-loop production.



#### Procurement

- Communicate color across the entire packaging supply chain.
- Enable color standardization for packaging to remove subjectivity.
- Maximize current investments across all areas of production.



## Packaging Workflow

### Pre-Media

Color accuracy from monitor to proof to print is the key objective here. With X-Rite Pantone's color measurement, management, and control solutions, you can establish color print specifications and remove subjectivity throughout file preparation and proofing.



#### Graphics

- Match color print to proof.
- Eliminate variability to physical standards or inappropriate color data references.
- Optimize device reproduction to achieve a more accurate color on a variety of substrates.



#### Art Production

- Optimize standards for specific substrates and processes.
- Evaluate colors objectively ensuring print quality over a variety of processes and substrates.
- Optimize devices reproduction to achieve a more accurate color on a variety of substrates.



#### Quality Control

- Eliminate variability inherent to physical standards or inappropriate color data references.
- Reduce color measurement variability with optional polarization capabilities and correct unique material qualities.
- Hone in on areas that are broken using statistically valid data.



## Packaging Workflow

# Production

X-Rite Pantone is committed to making your life easier as a packaging converter. We can help you lower quality control costs, reduce time to market, remove guesswork, and unify color communications across your entire color workflow and the packaging supply chain.



Pantone 360C

### Formulation

- Provide optimum initial color matches for the intended viewing condition.
- Consider substrate color to formulate accurate inks.
- Use existing assortments and recipes to save time and minimize waste.



### Quality Control

- Easily measure, control and evaluate what is being produced.
- Ink formulation and quality control software for statistical control.
- Seamlessly communicate QC results for closed-loop production.



### Reporting

- Measure M0, M1, M2, and M3 simultaneously.
- Receive one number that reflects the level of compliance with a specific specification.
- Maintain color and print quality across various shifts and sites.





# Color Control on a Variety of Substrates

X-Rite Pantone solutions can help you produce accurate and consistent color across multiple packaging substrates.



## Metal/Foil

Identify color variations for specialty and metamerism effects to ensure accurate color on reflective surfaces, including texture and metallics.



## Flexible Film/Plastic

Simultaneously measure M0, M1, M2, and M3 to create accurate color specifications and control processes.



## Paper Board

Ensure accurate density and dot gain results to increase press process control and color consistency.



## Coated Paper

Digitally communicate standards and match on appropriate substrates to increase press process control and color consistency.



## Corrugated Board/Kraft

Validate and control the quality of CMYK and spot color inks and balance substrate variation to maintain print quality across various shifts and sites.

# Why Partner With Us?

## Minimize Risk & Protect Your Investment

To achieve the highest color accuracy, you must maintain your color investments. X-Rite offers Service Care Packages to ensure your device continues to operate in peak condition once it leaves our factory so you can deliver the color your customers specify.

### Service Care Plan Options


	Premium	Certification Plus	NetProfiler Plus	Protective	Basic Warranty
Product Defects (Labor & Parts)	✓	✓	✓	✓	✓
Break-fix Coverage (Labor & Parts)	✓	✓	✓	✓	
NetProfiler License and Tiles	✓		✓		
Annual Preventative Maintenance (Inspect & Clean)	✓	✓			
Email & Phone Support	✓				
Expedited Shipping	✓				

## Invest in your most important asset – your people.

Our color training and services are customized to fit your needs, schedule, and budget. From introductory classes to advanced applications, our extensive library of courses spans every learning style to help you improve your color knowledge and ensure your workflow is the best it can be.

### Training and Services Options

- Classroom
- Custom Consultation
- Onsite
- Color Workflow Audit
- Online
- Seminar



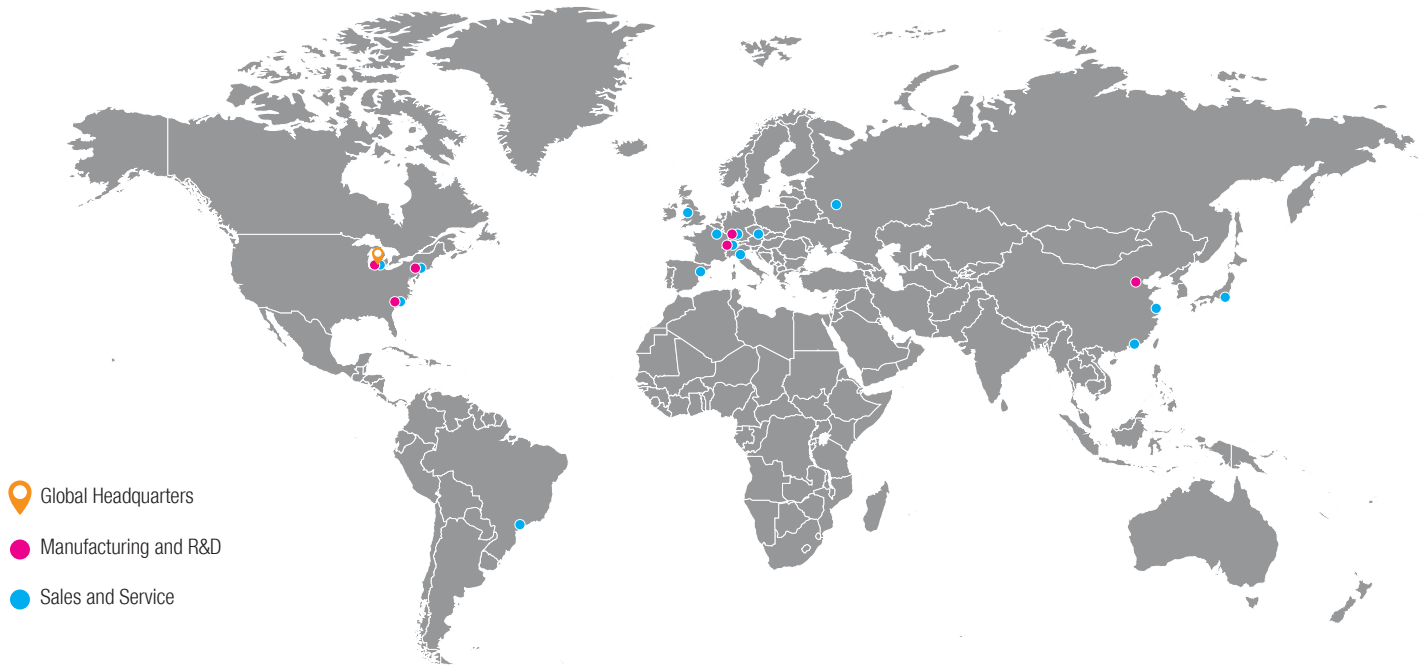
## What our customers are saying....

*“This is part of their effort to engage key suppliers in a more streamlined and color-accurate manufacturing effort. We are happy to do so, but at the time we didn’t really think it would make a great deal of difference for us and for Asda.”*

— Vincent Whatley  
X-RITE PANTONE COORDINATOR  
AT ULTIMATE PACKAGING

# We're color experts.

We recognize that great color portrays great quality and know that your success hinges on the consistent and accurate production of this color. With so many places for color to go wrong, it can be hard to know how to get it right. That's where we can help. By blending the art and science of color, we help you achieve the highest level of color integrity so your product – and your customer's product – comes out ahead.



## End-To-End Solutions

We provide solutions that span the entire workflow, from design through production, to ensure your color is optimized.

## Innovation

Bridging the gap between color and appearance, we are blazing the trail for you to take your color operations to the next level.

## Experience

With 60+ years of experience in color manufacturing, our expertise spans a range of industries.

## Passion

Inspired by the great color our customers produce, our X-Rite color team provides quality support and training services.

Call **888-800-9580**  
or visit **[www.xrite.com](http://www.xrite.com)**

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Part No. L7-707  
Packaging Brochure