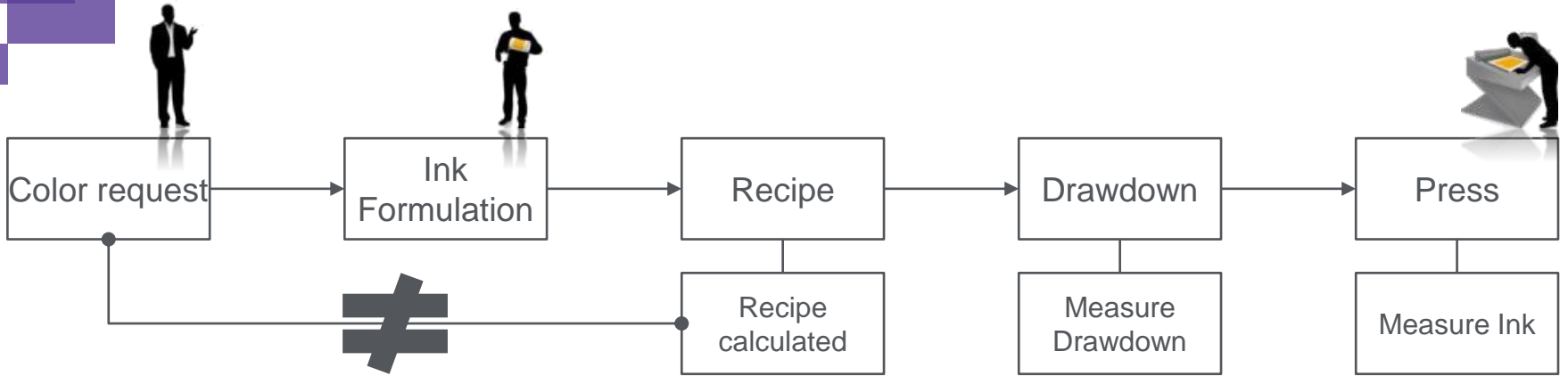


COLOR COMMUNICATION

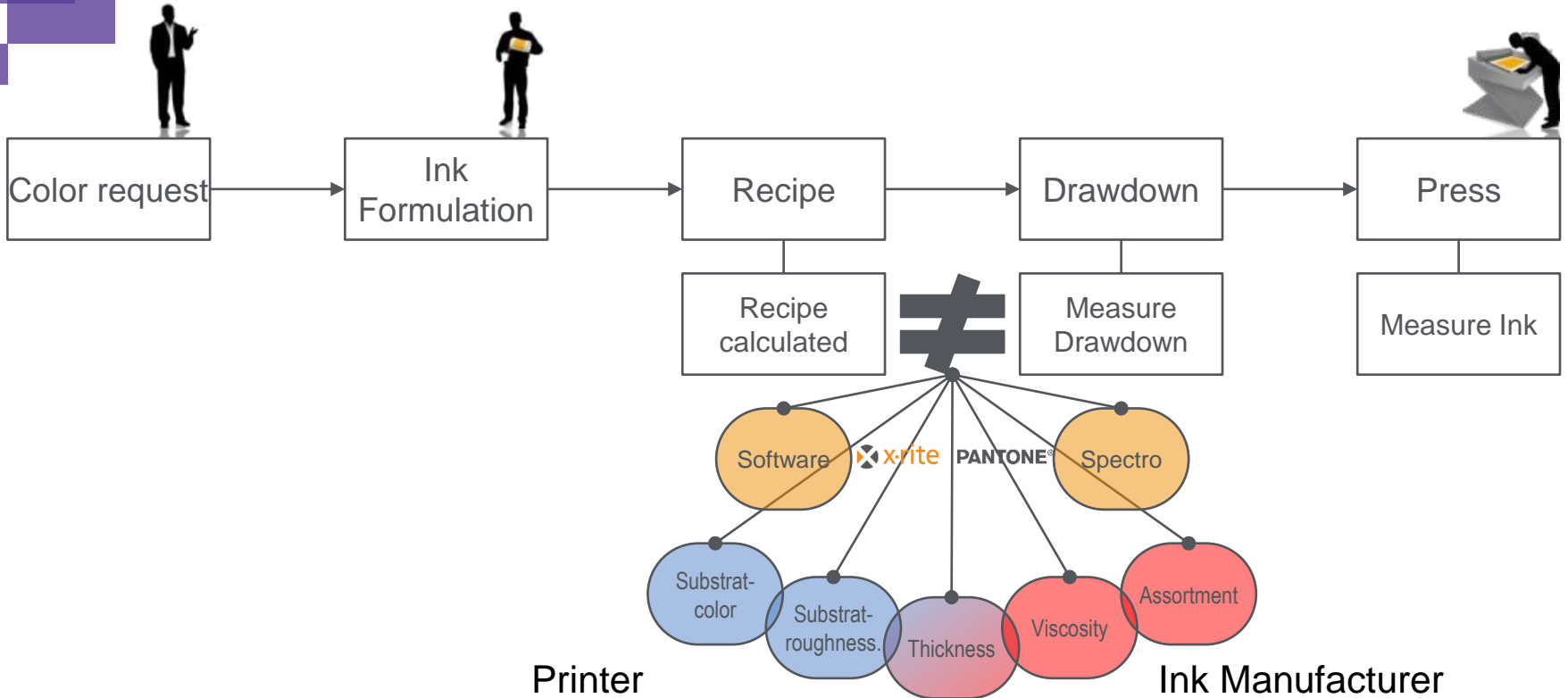
**In the Print and Packaging
supply chain**

PROCESS INK FORMULATION



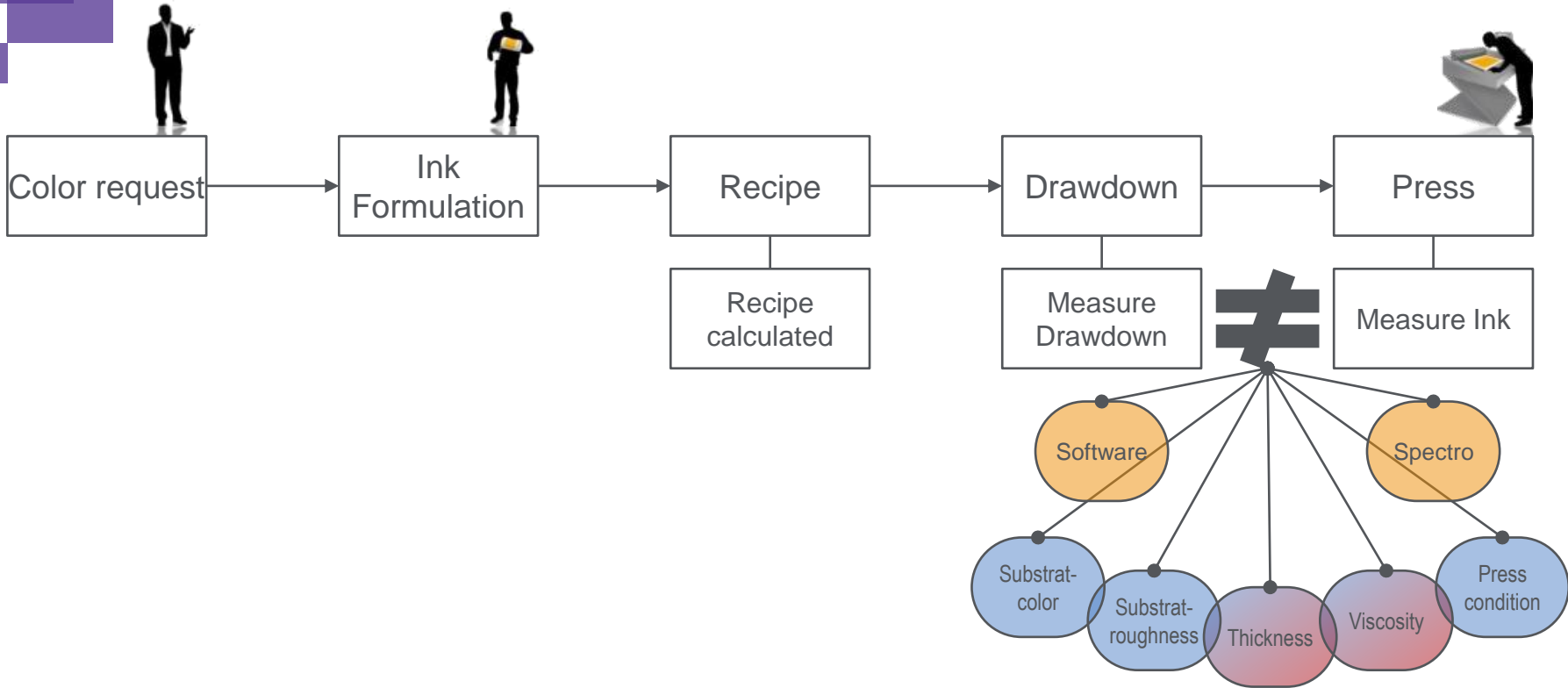
Approval process Customer/Sales

PARAMETER INK FORMULATION



Ideal: good initial recipe (<50% deviation) max 1 Correction

PARAMETER INK FORMULATION



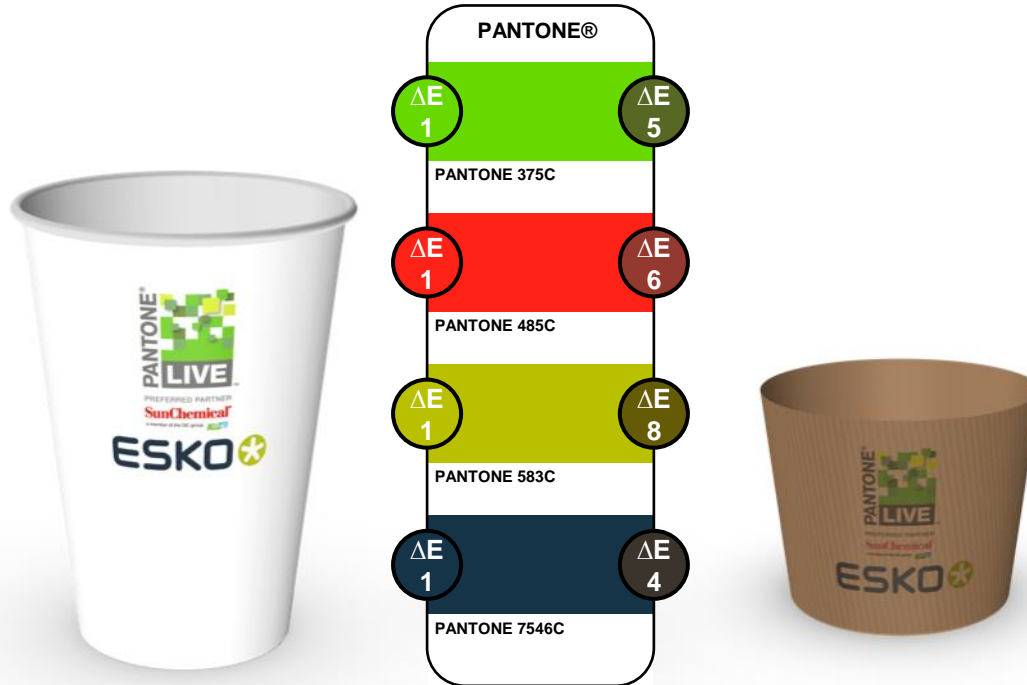
**Ideal: max 1 quick correction on press
to address unplannable process variations**

HOW TO DEFINE ACHIEVABLE STANDARDS?



Sometimes a given standard can be matched quite well ...

HOW TO DEFINE ACHIEVABLE STANDARDS?



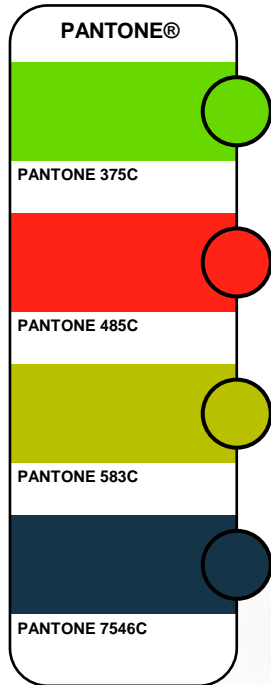
But sometimes it is not even close.

SHOULD YOU JUST INCREASE THE TOLERANCE?

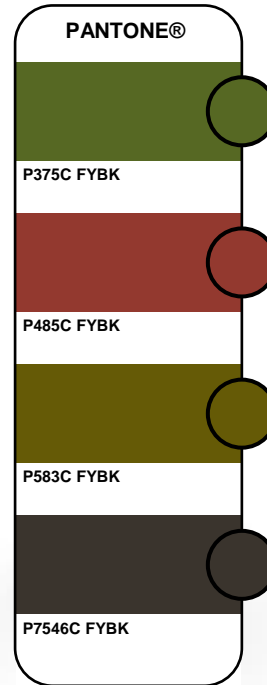


Not achievable Standards leads to high spread and production issues.

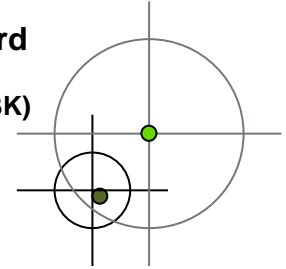
BUT WHAT IS THE BEST POSSIBLE STANDARD?



**PantoneLIVE
Master Standard**



**PantoneLIVE
Dependent Standard**
Paper Packaging Flexo
Water Brown Craft (FYBK)



An achievable Standard reduces the spread and improves the quality.

PANTONELIVE STANDARDS IN THE CLOUD



Digitally available worldwide.

THANK YOU!

www.xrite.com

www.pantone.com