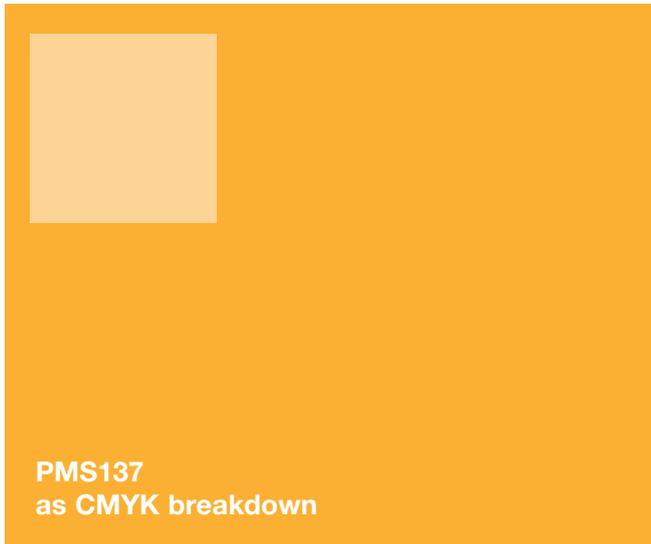


The facts ABOUT Spot colour matching



Matching difficult Pantone or corporate colours out of four-colour process is solved by using the Kodak NexPress Fifth Colour Unit.

The standard colour gamut of the NexPress is already 20% greater than four-colour offset printing. Additionally, the NexPress adds a red, green or blue ink to its four-colour print, increasing this expanded gamut by an additional 22%. This results in more accurate reproduction of Pantone, custom and difficult to match colours. A key benefit is the ability to maintain consistency across corporate colours and brands.

Q How are files set up to match a Pantone or other special colour?

- A Set up all the graphic elements as spot Pantone Colours, not their four-colour equivalents.
- › Name the spot colour correctly, or select it from the menu e.g. Pantone 137 C. Do not use custom names.
 - › Refer to the NexPress Colour Simulation Book at <http://finsbury.com.au/Content.aspx?p=71> to determine if using the fifth unit will yield a better match. Using four-colour only may still achieve a match without using a fifth colour. The NexPress uses its own spot colour dictionary to determine the best CMYK to spot conversion. If the fifth colour unit is to be used, specify this when requesting a quote.
 - › Best results are achieved by referring to the NexPress Colour Simulation Book



PROJECT

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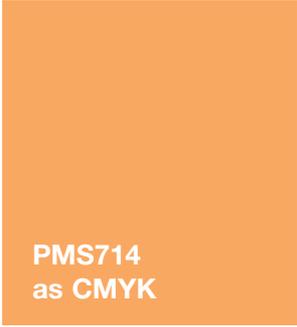
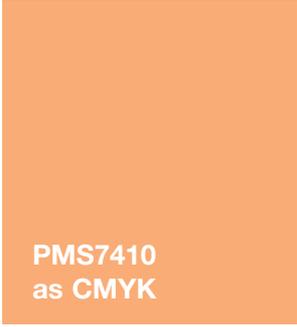
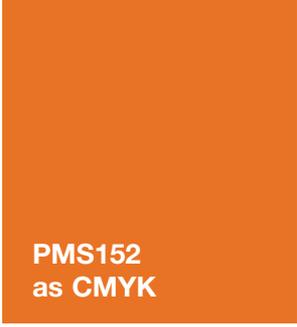
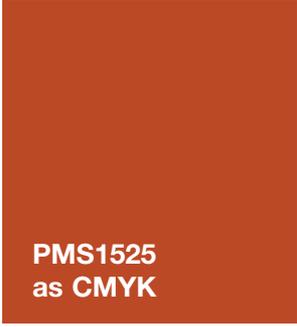
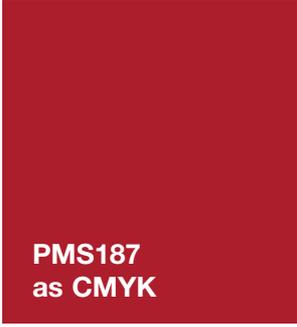
Q What Pantones can be matched without the fifth colour unit if you want to take advantage of the NexPress glossing or dimensional options?

- A Some Pantone colours can successfully be achieved without the fifth unit. Check the NexPress Colour Simulation Book.
- › The NexPress shows what Pantone colours are available and how accurately they match, based on certain ratings such as Good ‘accurate reproduction’, Average ‘commercially acceptable’ and Poor ‘not in gamut’ with and without each fifth colour unit.
 - › Best results can be achieved using the Pantone Coated Bridge book rather than the Pantone Uncoated Bridge book due to the way toner sits on the surface of the paper.
 - › By setting the file up to use spot colours, the system’s spot colour conversion process enables the fifth unit to be used for other coatings such as gloss or dimensional. The spot colour will only use a CMYK breakdown to achieve the spot colour.

Q Can more than one Pantone colour be matched?

- A Only one fifth colour unit can run at any one time, so a decision must be made as to which to run based on the closest match achievable.

The following swatches demonstrate the benefits of using the 5th colour “red” unit in order to get a brighter, richer colour

 <p>PMS714 as CMYK</p>	 <p>PMS714 as Spot + 5th Unit Red</p>
 <p>PMS7410 as CMYK</p>	 <p>PMS7410 as Spot + 5th Unit Red</p>
 <p>PMS152 as CMYK</p>	 <p>PMS152 as Spot + 5th Unit Red</p>
 <p>PMS1525 as CMYK</p>	 <p>PMS1525 as Spot + 5th Unit Red</p>
 <p>PMS187 as CMYK</p>	 <p>PMS187 as Spot + 5th Unit Red</p>