

Brand Color Management For Packaging



2008 Gravure Premedia Conference
Naples, Florida – January 14-16, 2008

Market Factors: Packaging Development

- Current pressures facing brand owners:
 - Explosion in product variation within the same brand
 - Increasingly shorter product shelf life
 - Difficulties maintaining true brand color accuracy across global markets
 - Increased complexity of packaging and substrates, leading to higher costs



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Market Factors: Packaging Development

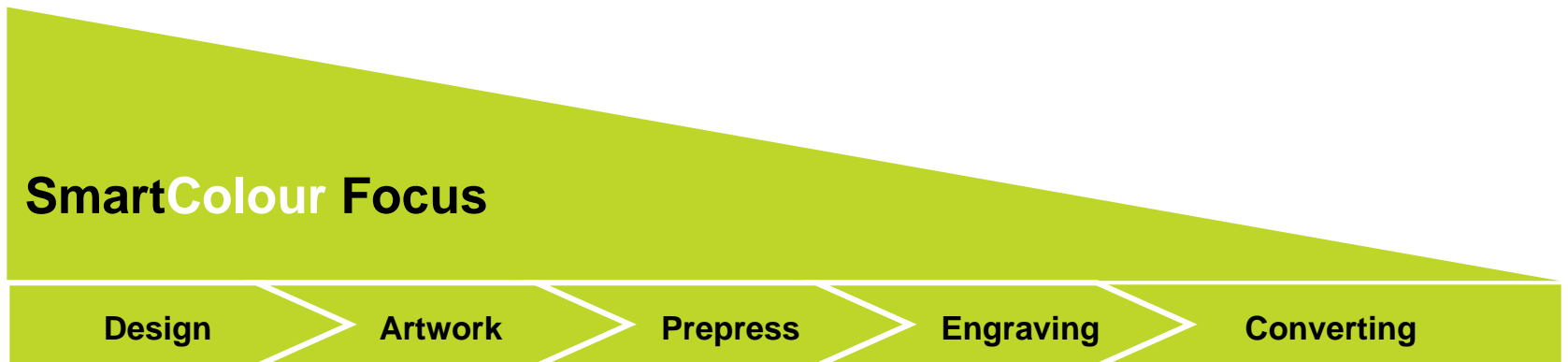
- Goal: Get on shelf faster, cost effectively:
- Color accuracy on a wide variety of substrates in markets worldwide
- Increasing speed to market
- Higher productivity and lower development costs



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Introducing SmartColour™ from Sun Chemical

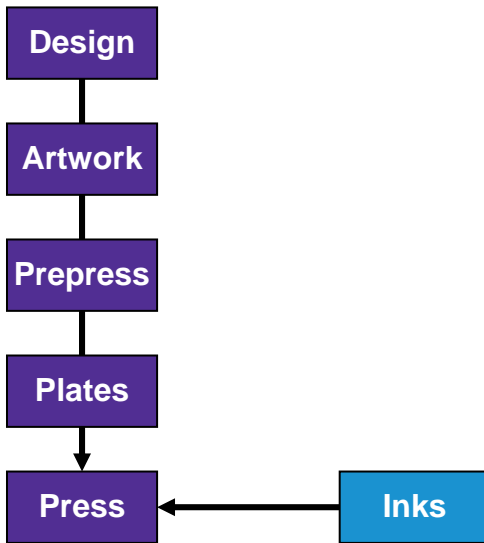
- A new Sun Chemical business unit dedicated to the global consistency of brand colors
- Creates true brand color guidelines for all packaging substrates
- Simplifies and saves time for everyone in the packaging design workflow



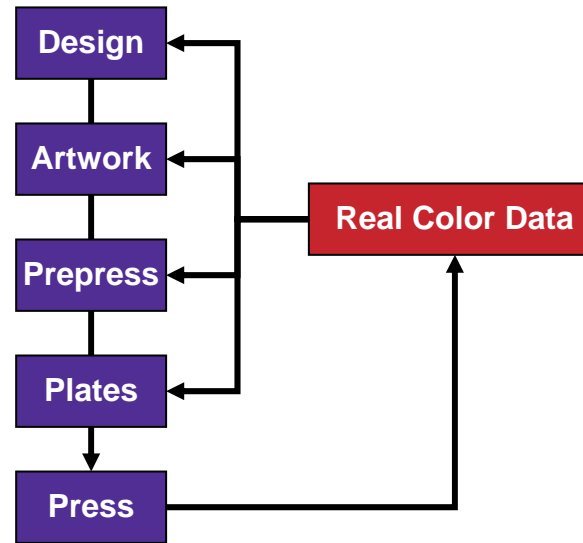
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SmartColour Implementation

Conventional Workflow



SmartColour Workflow



- SmartColour effectively documents true brand color to accurately manage brand integrity across substrates, print processes and ink systems.



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Converters

“I have more uptime and less rework”

The future of better process

Brand Owners

“I can get my products to market faster with accurate brand colors.”

The future of better shelf presence

See the Future

The future of better design

The future of better efficiencies

Design Professionals

“I can help my clients better realize their brand vision by working with the actual color long before we go to press”

Pre-press

“The improved color management process saves me time”



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SmartColour Process

1. Organize:
Find optimal brand colors with help from brand color consultants.
2. Standardize:
Ensure brand colors print accurately on real substrates by utilizing brand color standards.
3. Digitize:
Increase speed to market for the brand with proprietary, customizable and secure digital tools.



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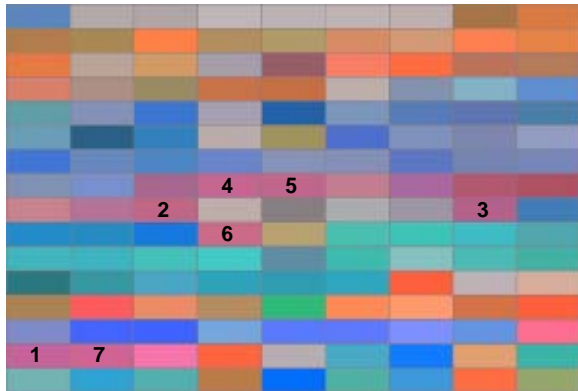
- **Organize:**
Work with Brand Owners and their suppliers to consolidate the color palette and determine optimal true brand colors for accurate printability across a variety of substrates and print processes.



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Organize

A. Start with existing brand color palette



B. Select similar brand colors



C. Determine a new optimal color



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- **Standardize:**
Standardization of true brand colors establishes a working color palette to ensure print accuracy with real inks, on real substrates, using real print processes leading to consistency from design to pre-media to press.



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Standardize



MEASUREMENT INFORMATION
INSTRUMENT: Sphere D8°,
Specular Excl.
ILLUMINANT: Primary: D50
Second: F2
APERTURE: 8mm
TOLERANCE: 1.0 DE_{CMC 2:1}
L*: 83.70 **C*:** 80.7 **H*:** 11.5



A. Establish guidelines for each color, including print methods, inks and substrates

B. Create a database containing instructions for the use of each color

C. Assemble and distribute final color standards



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- **Digitize:**
Achieve speed to market efficiencies by using proprietary digibase to better determine how brand colors will appear when they appear on-shelf.

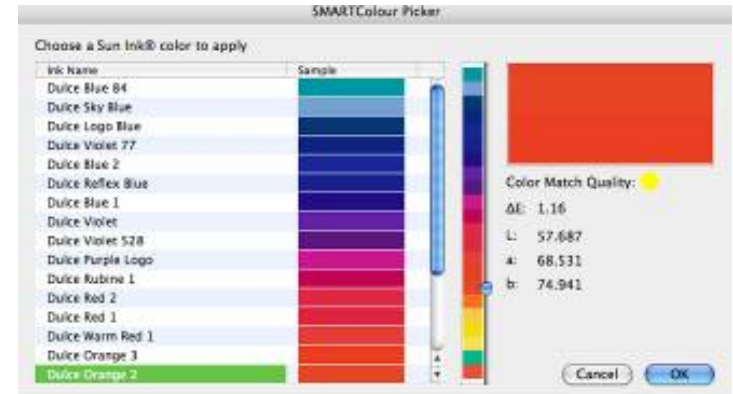


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Digitize

A. SmartColour DigiBase

- Digital color database that is brand specific
- Packaging relevant
- Secure

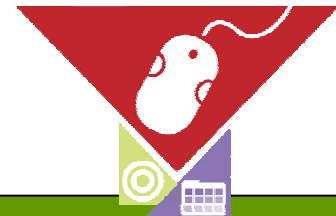


B. SmartColour iVue™

- Access “real” colors via Adobe Creative Suite
- Render in your designs as they will appear on shelf



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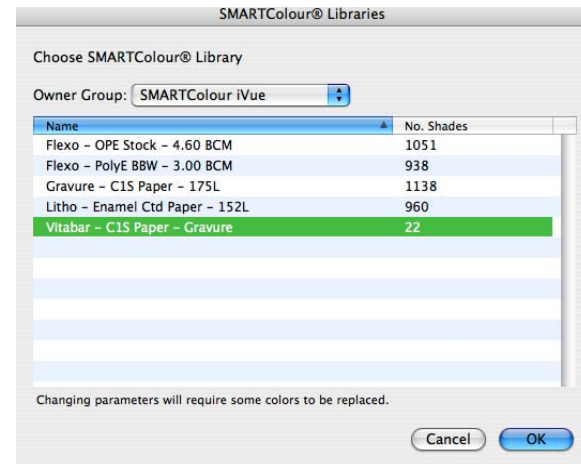
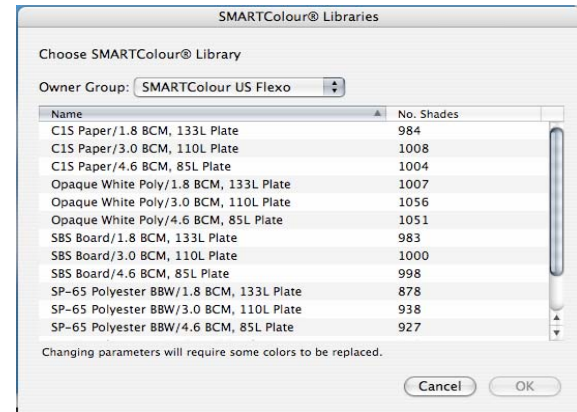
SmartColour iVue



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SmartColour iVue Libraries

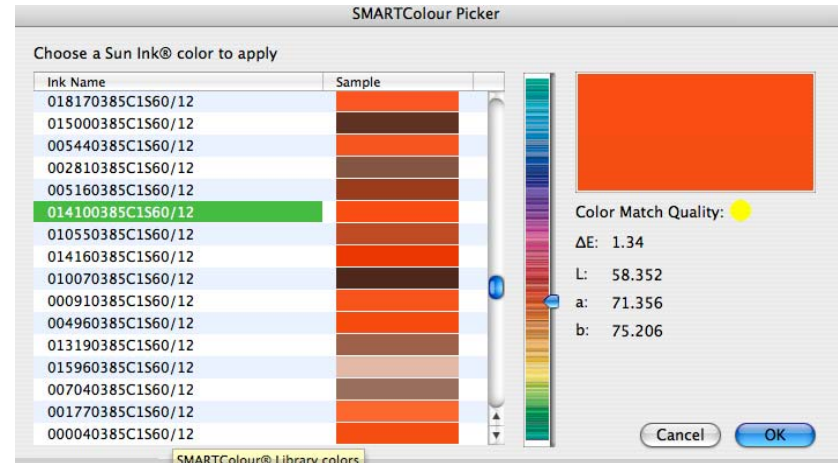
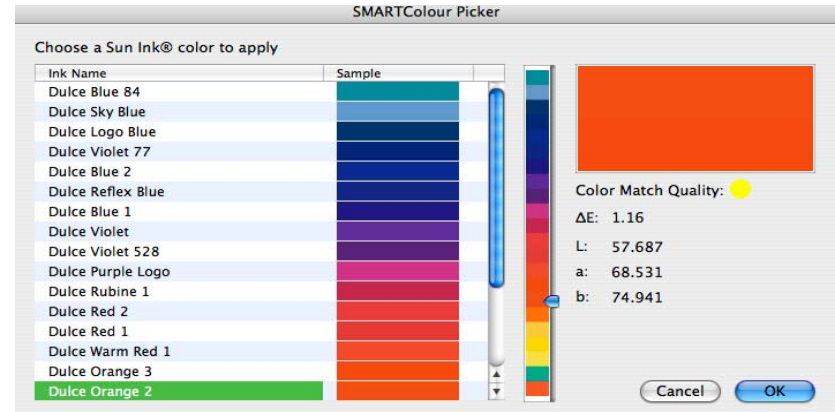
- iVue accesses the SmartColour Engine – a large database of color-on-structure libraries
- Brand-specific SmartColour DigiBase libraries can also be created to reflect specific CPG color palettes and names
- Libraries are secured requiring user login credentials, assuring security of any brand-specific color libraries



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SmartColour iVue Libraries

- iVue includes the SmartColour extensible color picker
- The color picker allows individual selection of colors for any spot channel either from brand-specific libraries (top) or general libraries (bottom).
- Brand-specific libraries can include customized names for each color identity (top)
- Libraries all contain colors from common substrates and print parameters allowing selection among those colors that can be achieved on press and delivered at the store shelf



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SmartColour iVue Preview Feature

- Note the accurate rendering of the light blue background color which will print dirty using the selected ink/printing process and the substrate color which is less bright and slightly creamy.
- Also the two red banners are different ink compositions, one which breaks towards orange (left) and the other which breaks towards red (right).
- Accurate previewing is a key feature of iVue and helps to prevent mismatches at press due to inaccurate brand color predictions throughout the workflow.



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Discussion



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