

# Brand Color Management For Packaging

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SunChemical: SmartColour



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# Market Factors: Packaging Development

- Current pressures facing brand owners:
  - Explosion in product variation within the same brand
  - Increasingly shorter product 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

## SmartColour Focus

Design

Artwork

Prepress

Engraving

Converting



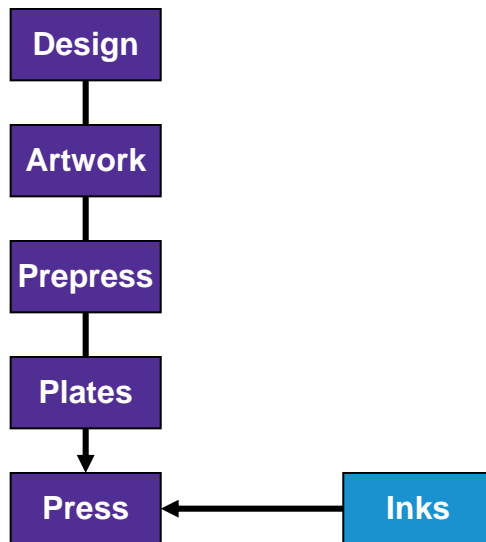
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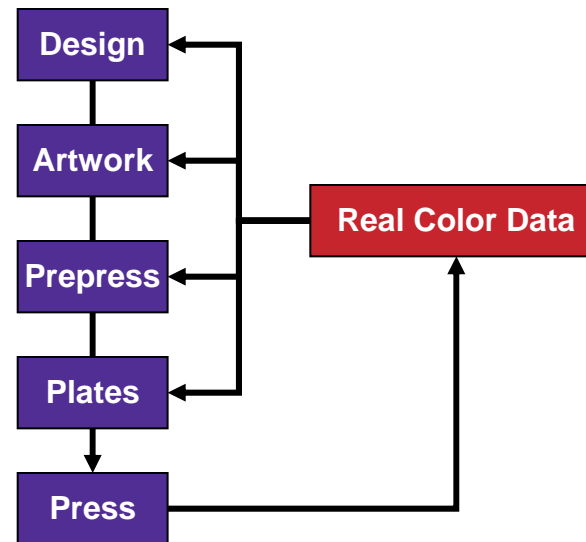
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# SmartColour Implementation

## 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 with fewer press trials”

**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 proofing cycles, retouching time and remakes”



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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.

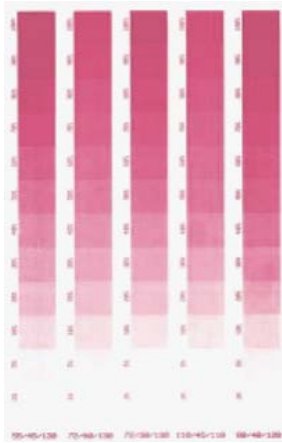


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# Standardize



**MEASUREMENT INFORMATION**  
**INSTRUMENT:** Sphere D8°,  
Specular Excl.  
**ILLUMINANT:** Primary: D50  
Second: F2  
**APERTURE:** 8mm  
**TOLERANCE:** 1.0 DE<sub>CMC 2:1</sub>  
**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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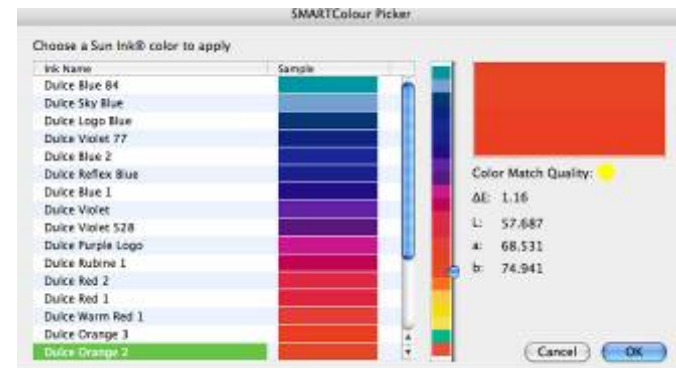
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# Digitize

## 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



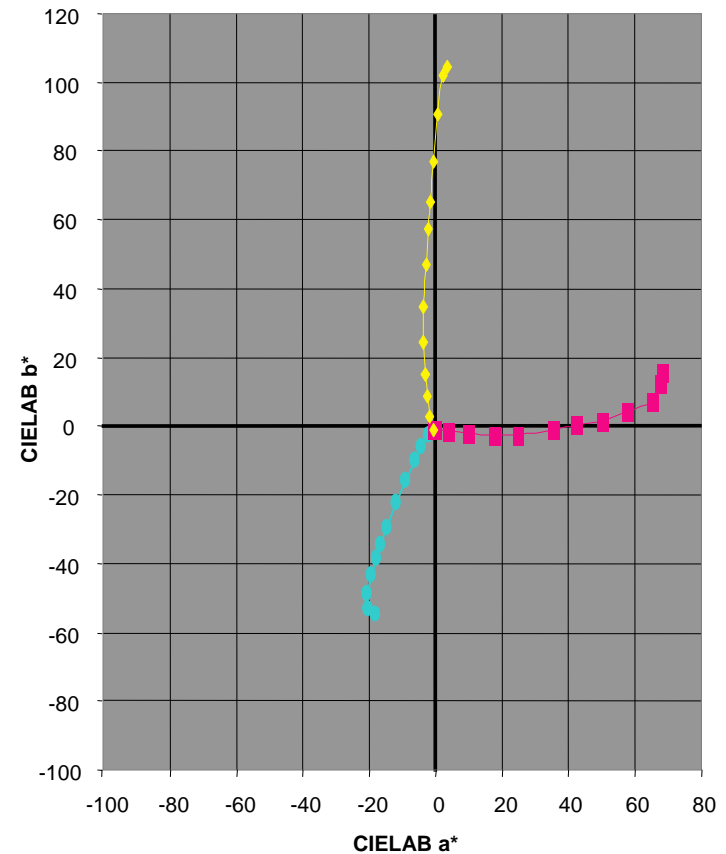
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# How iVue Works

- Fact: Process colors are relatively linear from paper to solid



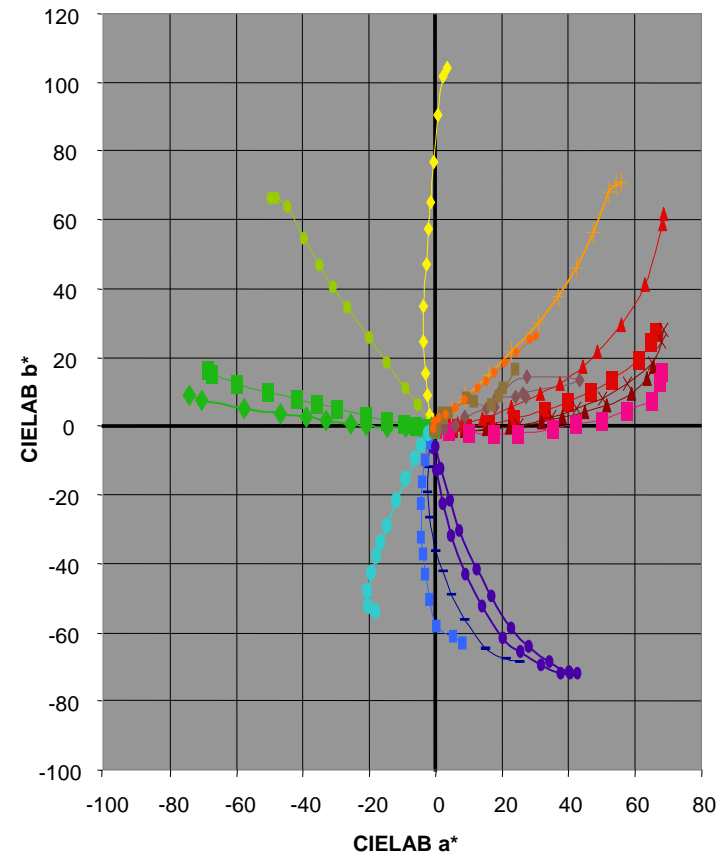
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# How iVue Works

- Fact: Process colors are relatively linear from paper to solid
- Fact: Spot colors are relatively non-linear from paper to solid
- Fact: Design and prepress software apply invalid assumptions about spot colors and tones
- Treat spot colors like process colors
- Result: inaccurate rendering of spot color halftones
- SmartColour™ relies instead upon a database of real color information
- Includes solid color and halftones



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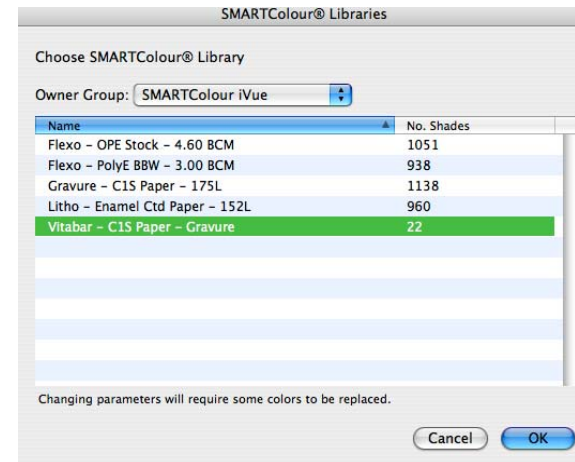
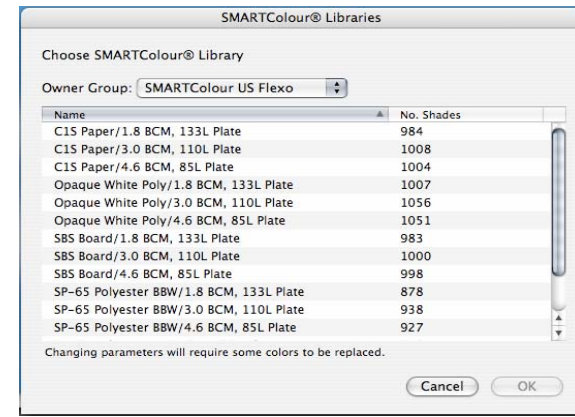
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# SmartColour iVue Libraries

- 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



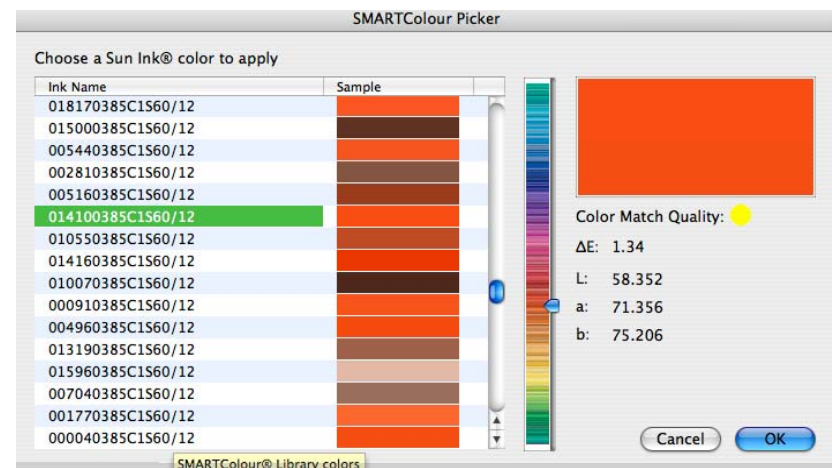
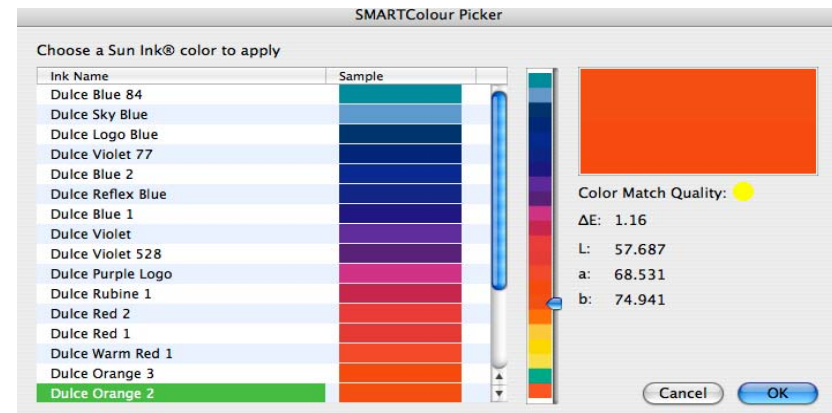
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# SmartColour iVue Libraries

- 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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