

# Press Release



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**For Immediate Release**

## **Color-Logic Certifies Masterpiece Graphix MGX 12-Point Board Sheet Material**

**West Chester, Ohio, USA; July 2015**—Color-Logic—developer of the Process Metallic Color System—has announced their certification of Masterpiece Graphics MGX 12-Point Board Material for use with the Color-Logic process on HP Indigo cut sheet presses. Commenting on the certification, Color-Logic Director of Sales and Marketing Mark Geeves said: “Color-Logic certification tests clearly demonstrate the compatibility of the Color-Logic Process Metallic Color System and Masterpiece Graphics MGX 12-Point Silver Board, Rainbow Holographic Board, and Silver Rain Holographic Board Sheet Material. Printers producing metalized packaging materials on the Indigo can confidently use Color-Logic and any of these three MGX 12-Point substrates to create striking metallic packages and prototype packages that accurately represent ultimate production. Other potential uses include direct mail, postcards, magazine covers, business cards, trade or playing cards, gift or loyalty cards, promotional pieces and counter cards.”

Since its creation in 1987, Masterpiece Graphix has been an integral part of the digital print industry. In 2005, Hewlett Packard named Masterpiece Graphix the first North American HP Treatment Center due to the precision coating methodologies as well as the many digital substrate solutions they offered HP customers. Over the years MGX has provided HP Indigo users with more than 900 materials and offers specialty coating and digital substrates to all other major digital printers. Masterpiece Graphix draws on more than thirty years of experience in printing, coating and packaging, and offers a wide array of digital substrate and coating options. MGX excels at sheet, roll, narrow web, wide format coating, and specialized material coatings.

Color-Logic™ develops color communication systems and software tool sets for a variety of special effect printing applications. Color-Logic provides brand owners, product managers, corporations, and their advertising agencies the ability to differentiate themselves and their clients with a simple print production process that yields dramatic results. Color-Logic decorative effects utilize the existing workflows of printers and designers, yielding dynamic results without the use of special equipment. Color-Logic supports the value of print and works with designers and printers to enhance their printed media. For more information, visit [www.color-logic.com](http://www.color-logic.com) or call +1-513-258-0047.

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