

Press Release



For more information, contact:
Mark Geeves at 513-258-0047
or mark@color-logic.com

For Immediate Release

Western States Envelope and Label Wins Great Lakes Graphics Association Award with Color-Logic Image

West Chester, Ohio, USA; July 2015—Western States Envelope and Label, with a beautiful Color-Logic image, recently won a Best of Division Award in the Great Lakes Graphics Association 2015 Graphic Excellence competition. The envelope was entered in the Specialty Inks or Coatings, Fragrances, or Invisible Inks Division. Commenting on the award, Mark Geeves, Color-Logic Director of Sales and Marketing, said: The winning Western States envelope is an excellent example of how offset-printed direct mail can be enhanced at low cost with Color-Logic. The envelope was printed with only five inks—silver plus CMYK—on 65lb Sterling Premium Gloss from Verso, using the Color-Logic Process Metallic Color System.”

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 or call +1-513-258-0047.

- End -