

# Press Release



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## For Immediate Release

### Color-Logic Certifies Graphium Digital UV Inkjet Press

**West Chester, Ohio, USA; April 2015**—Color-Logic—developer of the Process Metallic Color System—has certified the Graphium Digital Inkjet Press for use with Color-Logic files. Announcing the certification, Color-Logic Director of Sales and Marketing Mark Geeves commented, “Color-Logic technicians have tested the Graphium Digital UV Inkjet Press for compatibility with Color-logic files. Current and future Graphium users can be assured that their presses will accurately process Color-Logic files and produce striking images on metallic foils and similar substrates. Using the Color-Logic system means that Graphium owners no longer need to create white ink masks. Graphium presses, together with the Color-Logic process, provide printers with 250 new metallic colors and a virtually unlimited combination of decorative effects. As brands require many more SKUs to address worldwide markets, the Graphium digital printing solution enables them to stand out from their competition on the shelf.”

The Graphium is a high speed hybrid UV inkjet press designed specifically for the narrow web and specialty packaging market by FFEI and Fujifilm. Marketed exclusively in North America by Fujifilm, the Graphium is the first press to be configured with under and over white, allowing pure white designs with opacity that exceeds traditional flexo white. Its modular design provides the ultimate functionality as it combines inkjet, flexographic printing and finishing, all inline. Utilizing greyscale print heads that produce a range of drop sizes from 6 to 42 picoliters, combined with inter-color LED pinning of Fujifilm Uvijet inks, enables Graphium to print fine details, smooth tones, and small font text demanded by the most exacting customers at single-pass print speeds up to 164 feet per minute. Flexo stations are configured inline before and after the inkjet print engine, providing the ultimate capability to produce unique, high quality labels.

Developed for brand managers, product managers, corporations and advertising agencies, the Process Metallic Color System gives licensees the ability to differentiate themselves and their clients from the competition by simplifying the design and print production process and implementing eye-catching decorative effects into their branded products and associated collateral. The Color-Logic system is compatible with offset, inkjet, flexography, digital presses, screen printing, and gravure processes. It is ideal for packaging, pouches, direct mail, point-of-purchase material, signage, post cards, literature, booklets, labels, shrink sleeves, calendars and much more. 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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