

# Press Release



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## For Immediate Release

### **Color-Logic Named HP Scitex Silver Technology Partner**

West Chester, OH; *December 2012*—Color-Logic—developer of the Process Metallic Color System—has been named a Silver Technology Partner by HP Scitex. Together, HP Scitex and Color-Logic enable large-format printers to produce striking images on metallic substrates. The new Process Metallic Color System by Color-Logic adds an exciting new capability to HP customers. Typical of the jobs which can be printed using the Color-Logic technique are package prototypes, store end caps, signage, and posters.

The ability to use white ink is critical in these applications, since printing on metallic substrates demands that the substrate be masked where no metallic effect is desired. The Color-Logic design software permits graphic designers or prepress personnel to effortlessly produce properly masked files with just a click of the mouse, using a simple plug-in in their conventional design software. Graphic designers and printers around the world use the Color-Logic Process Metallic Color System to produce metallic images, permitting brands to shine.

Color-Logic Chief Technical Officer Richard Ainge, commenting on the designation, said: “The ability of the HP Scitex FB7600 Industrial Press to print on metallic substrate, coupled with the availability of white ink, makes our partnership a winning combination for both companies.”

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 513-258-0047.

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