

Press Release



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For Immediate Release

Color-Logic Helps Case Paper Calendars Shine

West Chester, OH; *December 2013*—The Color-Logic Process Metallic Color System was chosen by Case Paper to accentuate their 2014 calendars. The calendars, which celebrate Case Paper’s 70th year, feature a monochrome photograph of a mid-20th Century Case Paper delivery truck being loaded. On the calendars, the corner of the photo is lifted up to reveal a colorful metallic area containing the Case Paper logo and 70th anniversary emblem. Some 4000 of the calendars were printed, for distribution to Case Paper customers throughout North America.

Commenting on the calendars, Case Paper Director of Marketing Russ Pritchard said: “Color-Logic was selected by our graphic designer because the software and printing technique ensures consistency throughout a press run. The display portion of the calendar was offset printed on Case Paper 18-point Sonata Silver, a robust, vibrant, and distinctive metallic substrate offering superior smoothness over similar products. Sonata Silver offers a 16 percent yield advantage over similar competitive stocks, and is FDA approved for direct food contact and taint- and odor-free confectionery packaging. Available in 8 to 24 point calipers, Case Paper Sonata Silver is SFI and PEFC certified.” Color-Logic Director of Marketing Mark Geeves added: “The highest compliment that can be paid to a printing process is for a substrate supplier to use it on their own advertising and their own paper, to be sent to their customers. We are deeply gratified that Case Paper selected Color-Logic to showcase their metallic substrate.”

Case Paper—one of the largest paper merchants and converters in the United States—supplies fine paper and paperboard products from mills around the world. Maintaining more than 75,000 tons of paper, Case Paper has one of the largest inventories in the industry, including coated and uncoated paper, paperboard, and an abundance of specialty products for luxury packaging. Case Paper is certified by FSC, SFI, and PEFC. For additional information, log on to www.casepaper.com or call 215-634-6500.

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 513-258-0047.

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