

# Press Release



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## For Immediate Release

## Color-Logic Expands into Flexible Packaging

West Chester, OH; *February 2015*—Color-Logic metallic special effects are now available for flexible packaging. Discussing the fast-growing flexible packaging market, Color-Logic Director of Sales and Marketing Mark Geeves commented: “Brand managers and their graphic designers, who have long used the Color-Logic process to produce offset packaging and flexographic printed labels, are now bringing Color-Logic to flexible films and shrink wrap materials. Designs for printing on metalized films, for example, require complex white ink masks which can be generated with just a click of the mouse with Color-Logic software. Our user-friendly InDesign plug-in enables graphic designers to produce dramatic effects and achieve greater shelf impact to by allowing the substrate to become part of the design. Color-Logic software also permits using metallic silver inks with CMYK inks to produce dramatic effects on conventional films and other substrates.”

With the Color-Logic Process Metallic Color System, brand managers, product managers, corporations, and advertising agencies can differentiate themselves and their clients from the competition. Color-Logic tools simplify design and print production, creating eye-catching decorative effects for use on branded product packaging and associated collateral. The Color-Logic system is compatible with offset, inkjet, flexography, digital presses, screen printing, and gravure. It is ideal for packaging, pouches, direct mail, point-of-purchase material, signage, postcards, literature, booklets, labels, shrink sleeves, calendars and much more.

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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