



CELEBRATING 15 YEARS

Thank you for your interest in Color-Logic.

For 15 years—since its founding in 2009—Color-Logic has pioneered the fields of metallic color and embellishments. Color-Logic software has been adopted by printers in 74 countries around the globe and is distributed by our OEM partners and selected regional dealers.

Color-Logic was developed jointly by a prepress expert and a color printing specialist. One of the cofounders, Richard Ainge, who is also the chief technology officer of Color-Logic, began his career more than 30 years ago as a retoucher and prepress studio manager before becoming interested in the technology of metallic printing. Ainge also developed color separation technology and Adobe plugins. Mark Geeves, the other Color-Logic cofounder, has spent 40+ years working with printers, brands, and agencies to enhance their knowledge and capability, particularly in the areas of color and metallic printing. Their wealth of experience means they have been deeply involved in the transition of the printing process from analog to digital. As cofounders, Ainge and Geeves (and the software they developed) have made metallic printing and embellishments systematic processes, rather than the manual, trial and error approaches typically used by printers. Color-Logic enables graphic artists and prepress personnel to make metallic images and embellishments predictable, economical, and easy to implement, from design to production. The Color-Logic system prepares files for fifth-color enhancements in a fraction of the time required if done manually.

Color-Logic works equally well on analog and digital presses. The software is compatible with virtually every RIP or digital front end, which means that licensed Color-Logic printers can choose from among more than 100 digital presses and printers when expanding production to meet clients' needs.

Color-Logic is process agnostic. It works equally well with digital cutsheet, offset lithography, flexography, digital label, screen printing, and gravure—so long as the press can put silver ink and CMYK on conventional substrates or put white ink and CMYK on metallic substrates. Color-Logic is also compatible with cold foil on conventional presses and digital cold foil on digital presses.

Color-Logic is sold only to printers and only on a lifetime license basis, making Color-Logic an affordable solution for printers who want or need to offer metallics or print embellishments.

Color-Logic enables graphic designers and prepress operators to create eye-catching metallic print and embellishments for labels, packaging, shrink film, direct mail, envelopes, point-of-purchase, signage, coupons, event tickets, greeting cards, portfolios and virtually any other print product that needs to move beyond the ordinary.



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