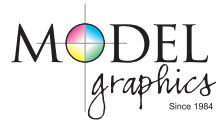# Process Metallic Color System®

The Economics of Metallic Label Printing
Original label printing produced under license by Model Graphics

MODEL graphics Since 1984

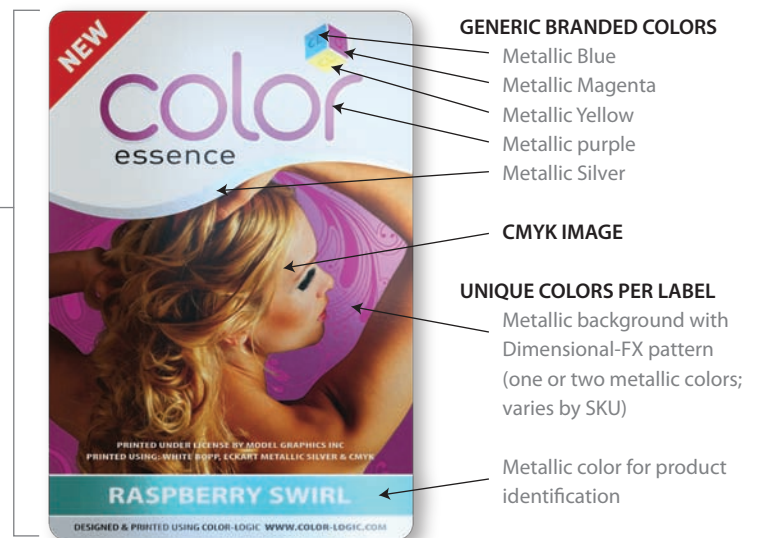**www.modelgraphicsinc.com**

COLOR LOGIC®

Special Effects for Print™

The Economics of Metallic Labels

Consumer brands around the world have discovered the power of metallic labels and packaging. Long used by luxury brands, recent software developments now make metallics practical for even low-volume products. Today, brands must differentiate their packaging and labels from that of the competition. And, to address different market segments, brands often develop multiple SKUs, creating label or packaging families. Each SKU offers revenue opportunities, but it also creates additional cost.

The four-SKU labels below were printed from a single file by Model Graphics, a Color-Logic licensee. The images were created using the Color-Logic Design Suite (plug-ins for Adobe Creative Suite). The four different labels were printed using just five inks (silver, cyan, magenta, yellow, and black).

Each label design has a generic set of branded metallic colors and a CMYK image on each label design. In addtion, each label has either two or three unique metallic colors, depending on the label.

GENERIC BRANDED COLORS
Metallic Blue
Metallic Magenta
Metallic Yellow
Metallic purple
Metallic Silver

CMYK IMAGE

UNIQUE COLORS PER LABEL
Metallic background with Dimensional-FX pattern (one or two metallic colors; varies by SKU)

Metallic color for product identification

The Color-Logic software which creates the files uses only five inks to produce the following unique effects:

- In addition to a spot silver and CMYK, each SKU label includes two metallic colors found only on that label.
- In addition to the above unique colors, a metallic purple appears on each SKU in the word "Color" in Color Essence, and three more metallic colors are found in the Color-Logic logo.

If produced traditionally, each SKU would require a separate press run of eleven colors plus one additional plate to add the special effect in each SKU. Utilizing the Color-Logic system eliminated three press runs, together with the related makereadies, wash-ups, and startup substrate waste.

In addition to the savings outlined above, using the Color-Logic system enables the label designer to add special effects which are unattainable using conventional design methods:

- Color-Logic Dimensional-FX, which changes color from light to dark and adds a dimensional effect, can be created within Illustrator. Neither additional plates nor additional post-finishing is required.
- Color-Logic Gradation-FX, which vignettes one metallic color into another, simply cannot be done using conventional label printing techniques using spot metallic inks.

The economics of using only five plates are easy to comprehend, but the advantages of the Color-Logic system produce many other economic benefits:

Design Time

The software comprising the Color-Logic Design Suite (illustrated below) saves hours in the case of the example overleaf. For example, with just a click of the mouse in common design programs such as Illustrator or InDesign, the Color-Logic software creates the metallic ink plate. If the printing is to be done on metallic substrate, the software just as quickly creates the required white ink plate. Special effects such as watermarking, dimensional effects, also require only a single mouse click, whereas blending multiple metallic colors together, or vignetting metallic colors into process colors, can be done in a couple of clicks. Complex jobs like the example shown often pay back the cost of the software with a single use.

Printers Color Communication System
Swatch book containing 250 metallic colors

Color-Logic Design Suite
Intuitive color palettes and plugins for Adobe CS/CC

Color-Logic FX-Viewer™
Visualize designs on-screen before going to print!

Press Time

Imagine the time and labor savings in mounting only five plates on one single repeat, rather than four different repeats each with eleven plates. Couple that with the time required to bring the press up to speed and the difficulty of registering those eleven plates, compared with only five.

Ink Costs

Compare the procurement and storage cost of only five inks to produce the example job using Color-Logic versus the fifteen metallic inks plus CMYK, to run the job conventionally.

Without Color-Logic
*15 spot inks plus CMYK.*

With Color-Logic
Silver plus CMYK.

Metallic Substrate or Metallic Ink

Color-Logic is economical not only at the design stage, but in production too. Traditionally, brands and their graphic designers must decide early in the design process whether they will utilize metallic substrate or metallic ink; since this will determine how the design is created.

Without Color-Logic: *44 Printing Plates**
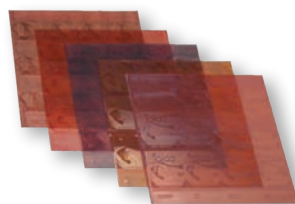
With Color-Logic: *5 Printing Plates**

*In each instance, all label repeats would also require a full flood varnish plate

With the Color-Logic Design Suite, one design supports metallic ink or metallic substrate. Traditional techniques would require separate designs for metallic silver ink or metallic substrate. And either would require 44 plates in the example overleaf. With Color-Logic, a last-minute change from silver ink to metallic substrate requires only one additional plate on press.

The bottom line: Color-Logic makes economic sense in virtually every job with metallic content. The savings are real and impact plant operations from one end to the other.