



Special Effects for Print™

Process Metallic Color System™ Maximize your HP Indigo White Ink investment!

Every technology investment should include a strategy for realizing the fastest return on the investment. As a rule, the fastest return on any investment is produced by increasing sales revenues, followed by increasing production efficiency.

Color-Logic addresses both production efficiency and sales revenue by utilizing the HP Indigo white ink technology. Here are some specific ways Color-Logic can increase ROI.

Sales Revenue

Adding one new client drops the maximum profit to your bottom line. But increasing sales to current customers is faster and usually easier. Color-Logic provides licensees with a complete and cost-effective marketing program for use with both new and current customers.

Demonstrating Your White Ink Capability

Color-Logic provides licensees with more than 70 files, with more than 200 images, completely designed and press-ready. These images will show your customers and prospects how white ink can benefit them on direct mail, magazine covers, postcards, greeting cards, gift tags, business cards and many more items. These images alone have a value exceeding the cost of the Color-Logic license, should you attempt to produce them in your shop.

HP Indigo White Ink Provides Capabilities Unavailable from Your Competition

Color-Logic research done at recent HOW conferences indicates that graphic designers receive less training and education than ever before regarding the value of print. The Color-Logic marketing kit includes customizable PowerPoint presentations and educational movies for your sales team. Print the two forms below so sales personnel can show prospect the differences between using white ink versus not using it.



CMYK inks **without** White Ink,
printed on a metallic substrate

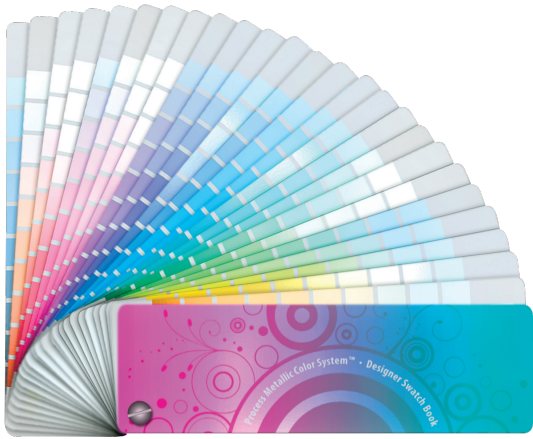


CMYK inks **with** White Ink,
printed on a metallic substrate

CLICK HERE To see a short movie of the effect of using White ink with the Color-Logic system. However, this is no substitute for putting an actual printed copy in a prospect's hands, so we would recommend you print these exact samples for yourself. Please contact us for a copy of our latest Print Evaluation Test Forms.

The Value of White Ink to a Customer's Revenue Stream

Customers, like all businesses, seek to differentiate themselves from their competition. While color is important, additional decorative effects in print are becoming very popular. Color-Logic pairs traditional CMYK capability with white ink to create 250 new metallic colors plus enable designers to add decorative effects with a single mouse click within Adobe Creative Suite.



Color-Logic Swatch Book containing 250 metallic colors



CLICK HERE to watch a movie on how our special effects are created in minutes, with no need for white ink masking!

Production Efficiency

Improvements in workflow software permit printers to control production significantly better than was possible just months ago. Utilizing the Indigo white ink capability will bring new challenges to prepress personnel, as well as both internal and external graphic designers. With white ink, it is necessary to create a white ink mask—something that many designers either dislike or do not understand.

Reduce the time required to create a white ink mask.

Without Color-Logic, the time necessary to create a white ink mask depends on the complexity of the design and the experience of the prepress operator or graphic designer. Most graphic designers and prepress operators have minimal experience preparing white ink masks. But with Color-Logic, even an inexperienced designer can create a white ink mask in just seconds—quickly and reliably doing what often requires an experienced designer hours of trial and error.

Many Graphic Designers and Prepress Operators do not know how to Design with White Ink

Color-Logic has never found a university or designer training curriculum that teaches designers or prepress operators how to deal with white ink when designing. Color-Logic provides the software tools for dealing with white ink on reflective substrates, plus those necessary for designing white and silver ink on conventional substrates. The prepress labor savings available with Color-Logic pay for the Color-Logic license with just a few jobs.

Add Decorative Effects to Print Today

Special effects that typically require an extra press unit or expensive postpress finishing can be produced with a single mouse click at the design stage with Color-Logic. White ink plus CMYK produce decorative effects and 250 metallic colors with just one pass through the press.

What Howard Owen, a Color-Logic customer, says about his white ink investment:

“In 2010 at Graph Expo in Chicago, I ran across a new company—Color-Logic. They were showing their metallic printing software and it looked interesting. But I didn’t buy. Then, in 2011 at the next Graph Expo, I was prompted by my HP representative to look at Color-Logic again. This time he bought. I began to see the potential of using a distinctive printing technique not offered by just every printer up and down the street. This was part of our moving from a printer that used digital to profitably handle short-run jobs, to one using digital as a differentiator.

“Although our HP Indigo 5500 is a cut sheet machine with white ink capability, we seldom used the feature until we discovered how it dovetailed with the Color-Logic process. Using Color-Logic, we can print on metallic substrate, using the white ink to mask the metallic effect where we don’t want it, and letting the metallic look shine through where we do. The effect is so dramatic we can price jobs based on what they do for the customer, not what they actually cost. Using white ink and the metallic effect provides excellent color and none of the copier sheen that customers hate.”

Color-Logic—A Silver Technology Partner of HP Indigo

HP Indigo has determined that Color-Logic technology provides a key advantage to their clients with white ink capability. HP utilizes features the Color-Logic technology in every HP demo center in the world to show what can be done with digital beyond merely switching analog jobs to digital. Color-Logic prepares files in seconds or minutes for white ink production—versus hours without Color-Logic. If another company could match the Color-Logic capability, HP would not have designated Color-Logic a technology partner.

Prove the value of Color-Logic – See the effects for yourself, on your on your press!
Contact info@color-logic.com for a copy of our Print Evaluation Test Forms.

