

# COLOR MANAGEMENT

*Did you know color increases brand recognition by 80%? Nosco has the technology in place to ensure color consistency across all products and printing platforms.*



Each year, more and more brands switch from spot to process color models to improve efficiencies and print with colors they know they can count on. How do they do it? With Nosco's state-of-the-art digital technology.

## EMBRACE THE ADVANTAGES OF PRINTING IN PROCESS

- Provides consistency across all printing methods and SKUs
- Lowers cost and cycle time of prep process
- Reduces setup time; only plate changes, no ink wash
- Eliminate spot colors without compromising your brand identity
- Greater depth of colors makes for richer designs
- Color accurate G7® proofs that match final printed product



*G7 COMPLIANT ON ALL  
PRINTING PROCESSES;  
OFFSET, FLEXO & DIGITAL.*



*GMI CERTIFIED FOR DIGITAL AND  
CONVENTIONAL CARTON PRINTING.*

## STANDARDS FOR COMPLIANCE

Nosco employs G7®/Fogra standards for compliance in order to provide the very best color management. With these standards in place, your packaging will match the G7® proof, 4CP or 7CP guides to <4ΔE from run to run.

G7® is part of Idealliance's industry-leading set of specifications for achieving gray balance, and it is the driving force for achieving visual similarity across all print processes. Fogra is a similar standard for Europe and can be used in digital, conventional offset and flexographic printing processes.

## EXTENDED GAMUT PRINTING

When using extended gamut printing, your packaging will be printed using a standardized set of 5, 6 or 7 HP Electroinks to further enhance the standard CMYK color gamut. In other words, orange, green or purple is added to enhance your color.

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# COLOR STANDARDS

*$\Delta E$  is the difference between two colors in a  $L^*a^*b^*$  color space.*

## PRINTING IS ACCEPTABLE IF IT FALLS UNDER $4\Delta E$ FROM STANDARD

- $\Delta E$  1    Extremely close and normally invisible to the human eye. Used in textiles and manufacturing plastics.
- 2 - 3    Very close match, small difference, only obvious to a trained eye. Many graphic arts devices cannot maintain.
- 3 - 6    Good color match, medium difference, can be noticeable to untrained eye. Most work in graphic arts is in this range.
- 6 - 8    Fair color match, acceptable in some situations.

## ONBOARDING & TRANSITIONING TO DIGITAL PRINTING

- What is your color target?
- Is this a new product to market?
- Is this an existing product? (Can you provide samples?)
- Are there multiple products that will need to match one another? (Can you provide all samples?)
- Do you have critical "brand" colors?
- What is your experience related to color?
- What is your experience with different print processes and providers?

## CMYK & SOLID/ SPOT COLOR $L^*A^*B^*$

Measurement	Tolerance	
<span style="color: cyan;">■</span> Cyan	$\Delta E$ 2000	4.0
<span style="color: magenta;">■</span> Magenta	$\Delta E$ 2000	4.0
<span style="color: yellow;">■</span> Yellow	$\Delta E$ 2000	4.0
<span style="color: black;">■</span> Black	$\Delta E$ 2000	4.0
<span style="border: 1px solid black; display: inline-block; width: 10px; height: 10px;"></span> Solid/Spot	$\Delta E$ 2000	4.0



- Nosco follows G7 methodology in accordance with G7 print standards.
- Proofs and color should be viewed in a light booth under D50 lighting conditions.
- Nosco uses X-Rite Exact Spectrophotometers for measurements. Settings:  $\Delta E$  2000, D50 lighting, 2°, no UV or polarization filters.

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