

Color Without Surprises

Consistency That Builds Trust

Linda Hadar
Strategic Account Manager

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Design



Visualization



Specification



Formulation



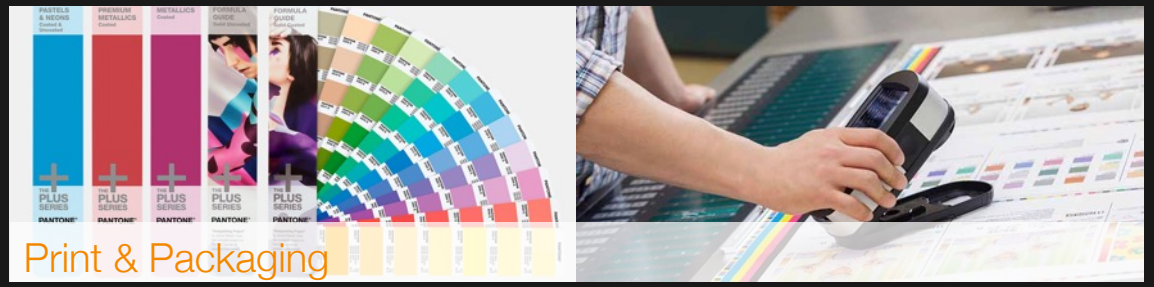
Production

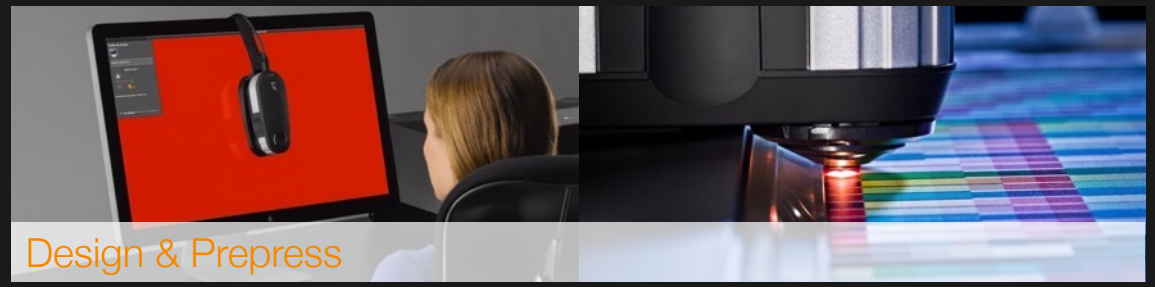


Quality Control



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Why Consistency Matters



Packaging Complexity



FASTER TIME TO MARKET



MORE SKUs



REGIONAL VARIATIONS



SUSTAINABLE MATERIALS



MORE SUPPLIERS



REGULATORY PRESSURE

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Increased Operational Risk

COMPLEX SUPPLY CHAIN	INCREASED VARIABILITY
MORE SUPPLIERS	MORE INCONSISTENCY
QUALITY ISSUES	BRAND INTEGRITY

Brands are under pressure to standardize execution

Consumer Impact

- AUTHENTICITY CONCERN
- NEGATIVE BRAND PERCEPTION
- LOSS OF TRUST

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Why Consistency Is Difficult



Complexed Manufacturing Ecosystem

1. SUPPLY CHAIN

Design • Prepress • Print

2. SUPPLIER LOCATIONS

Multiple Regions • Countries

3. PRINTING TECHNOLOGIES

Offset • Flexo • Digital

4.MULTIPLE SUBSTRATES

Labels • Cartons • Films

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Subjective Color Evaluation



Visual evaluation of physical samples





Under different light source by different people

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The Impact



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Operational & Business Impact

OPERATIONAL

- Approval friction
- Manual reviews
- Packaging inconsistencies

BUSINESS

- Slower time-to-market
- Increased costs
- Reduced trust

Traditional Workflows

ARTWORK WORKFLOW

- Design review
- Brand validation
- Regulatory review
- Legal approval
- Market adaptation checks
- Final sign-off

PRINT WORKFLOW

- Ink drawdowns
- Print proofs
- Press approval
- Production validation
- Final print approval

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The Cost



DAYS



COST

* Source: Cway Packaging Artwork Approval Benchmark 2026







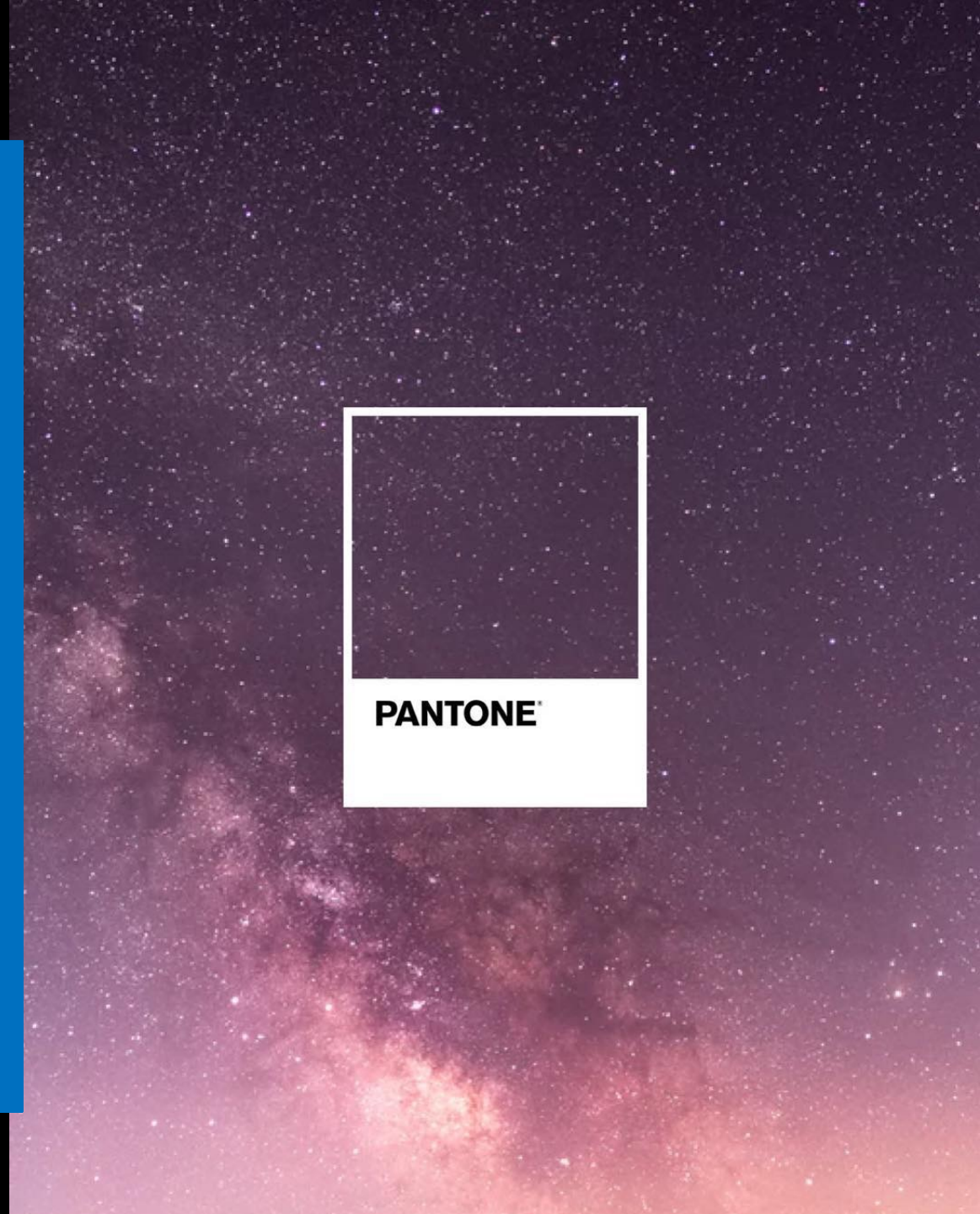




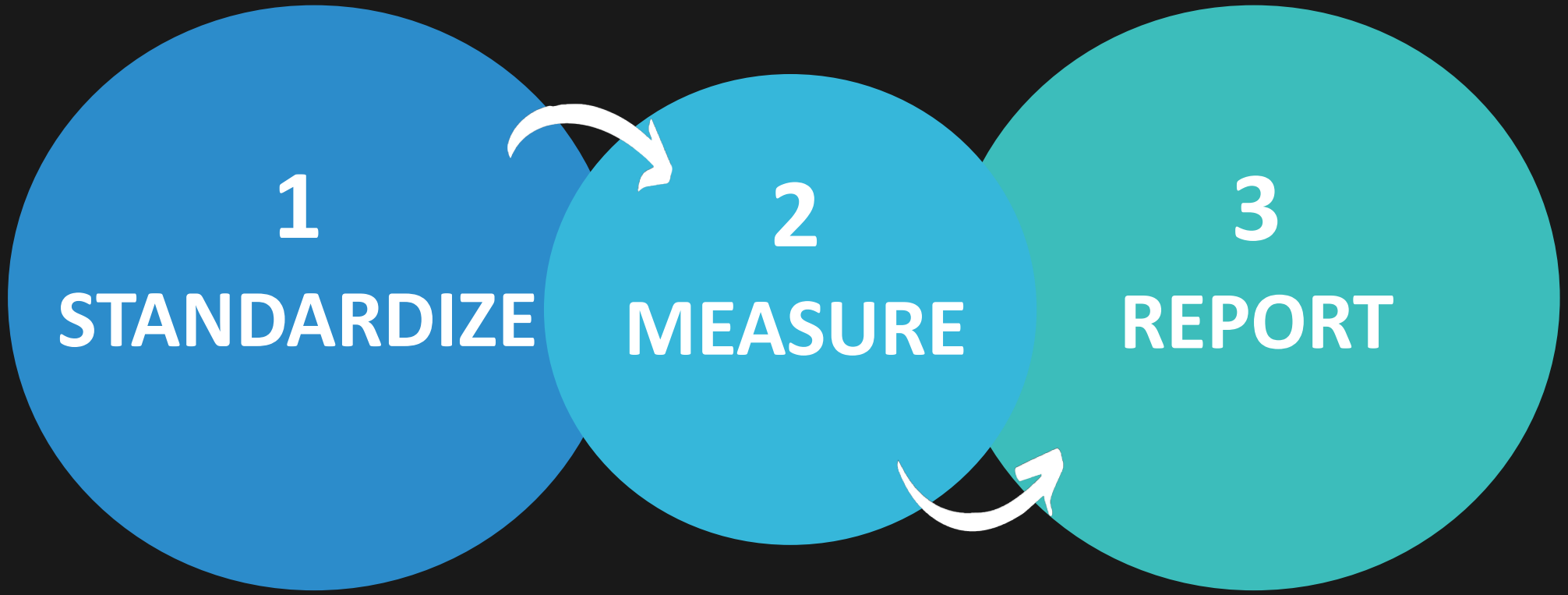
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From Manual To Digital



Digital Color Workflow



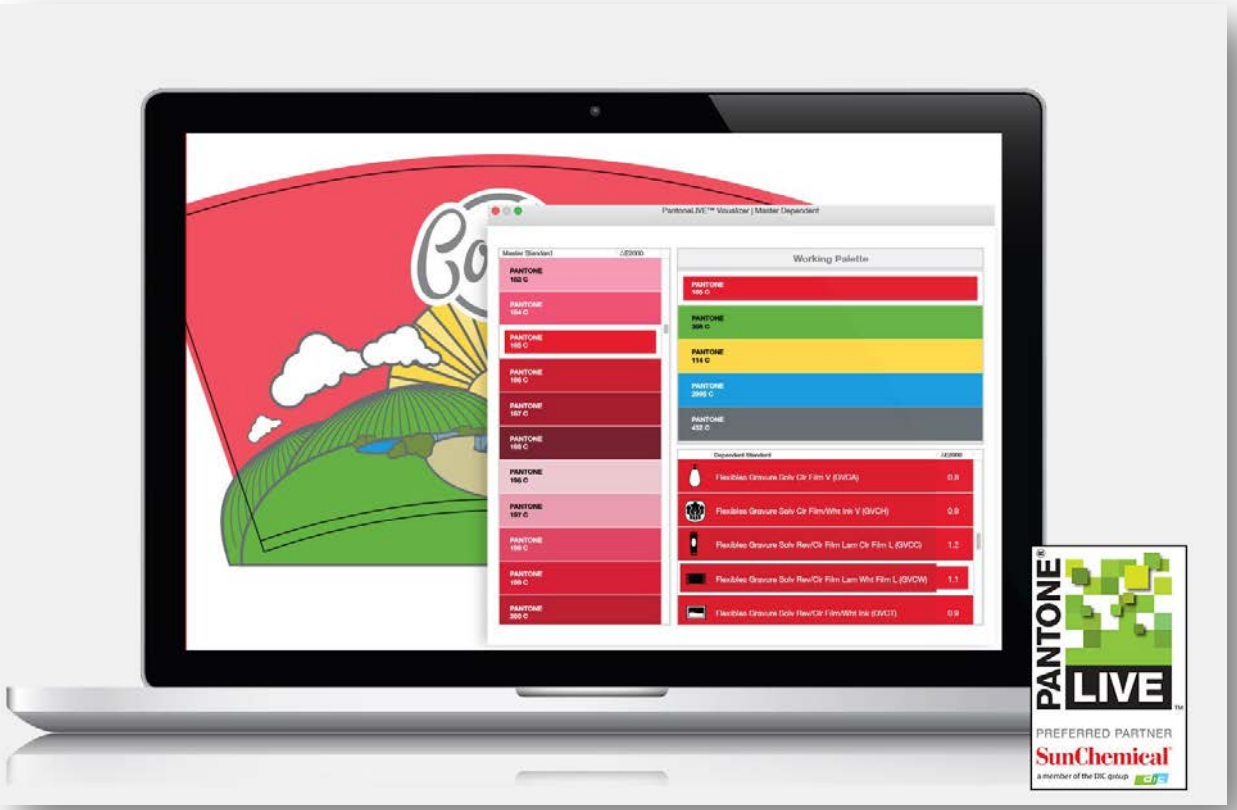
Standardizing

TRADITIONAL WORKFLOW

- Physical samples
- Subjective evaluation
- Different lighting and viewers
- Inconsistent expectations

DIGITAL WORKFLOW

- Digital color standards
- Central color database
- Consistent color communication
- Predictable color on substrate



PantoneLIVE

Digitally communicate color to everyone across the packaging supply chain.

PANTONE LIVE

Visualizer

Create smarter palettes with achievable color

Visualizer Workspace

Visualize Pantone® standards under multiple print, production, and substrate conditions

Additional Pantone Systems

Access all Pantone® libraries to create a working palette

Private Standards

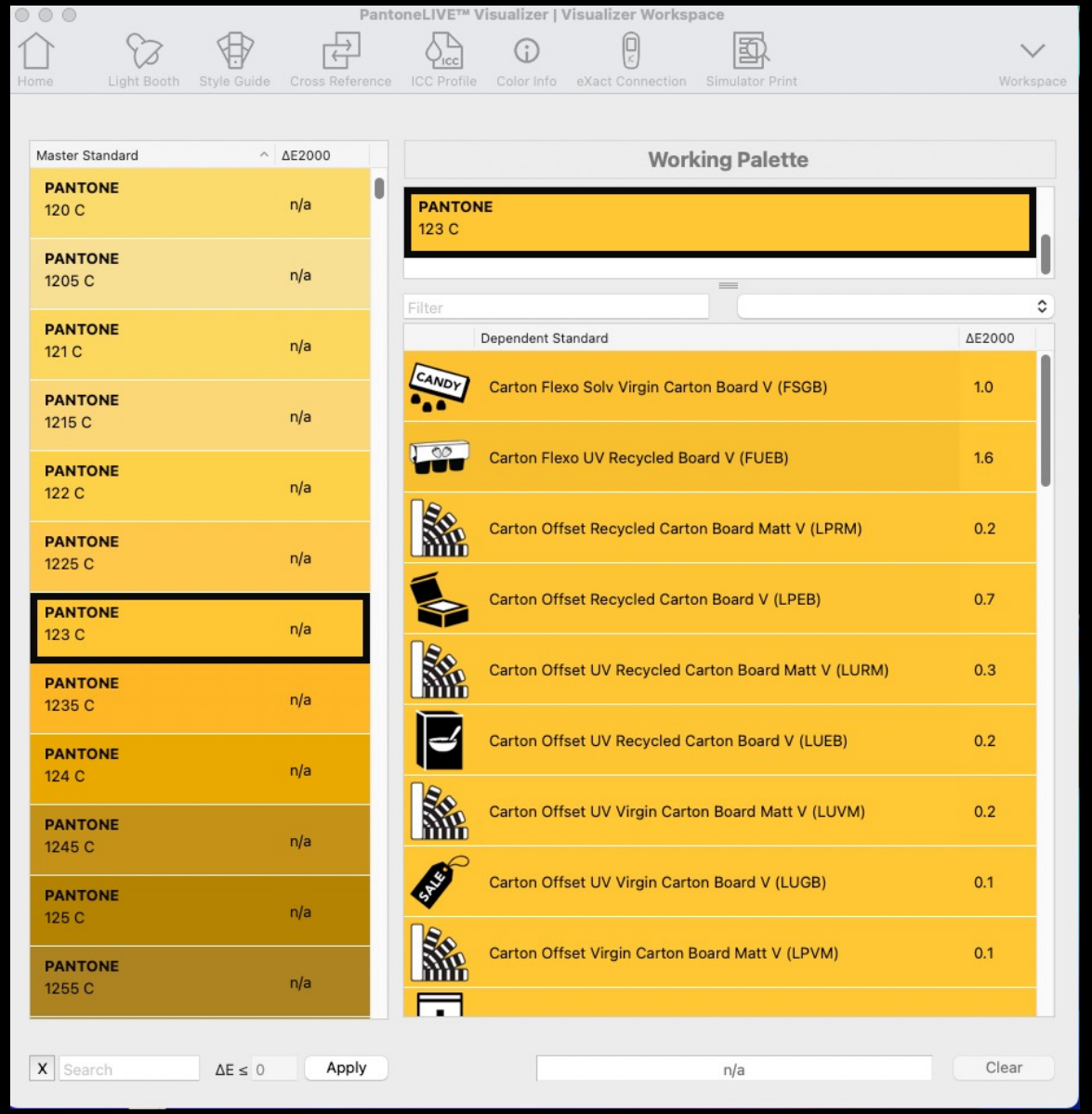
Work from Non-Pantone® color library

Local Files

Find the closest Pantone® color match by uploading your colors

Visualizer

Sync Libraries



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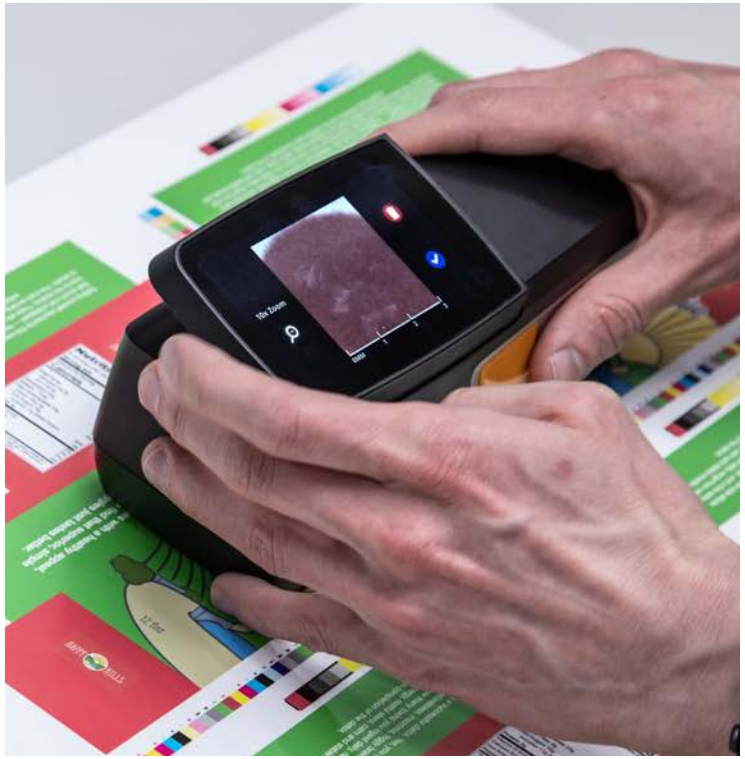
Link to video

- Eliminate ambiguity in communicating color
- Deliver consistent and repeatable color
- Get to final approved color faster
- Reduce inefficiency and waste

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Measuring & Connecting

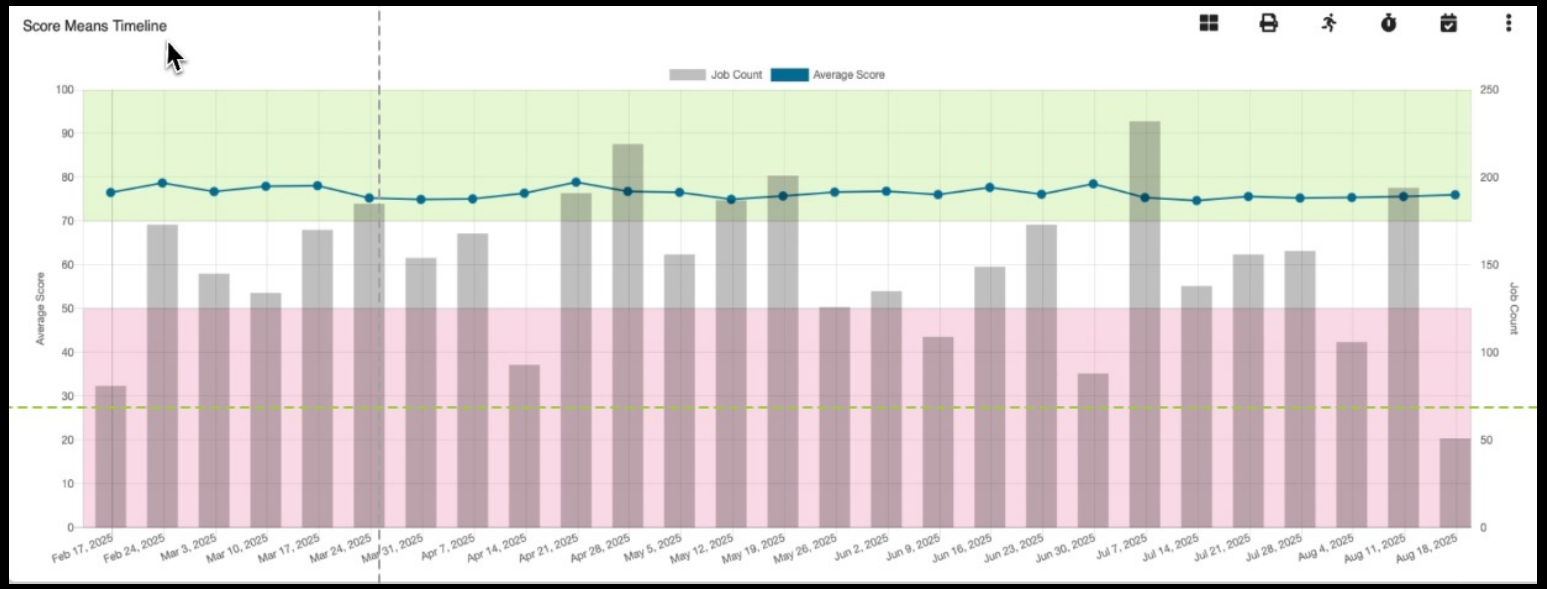


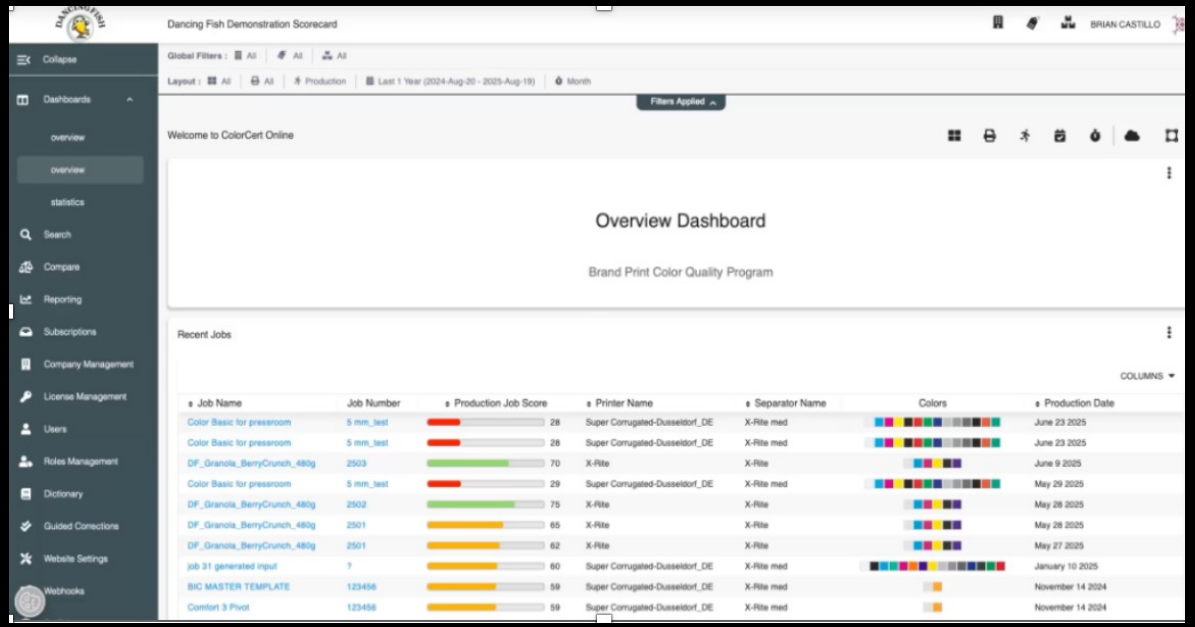


ColorCert®
SCORECARD SERVER

Reporting platform that aggregates print quality and color performance data to provide real-time visibility, consistency tracking, and actionable insights across the packaging supply chain.

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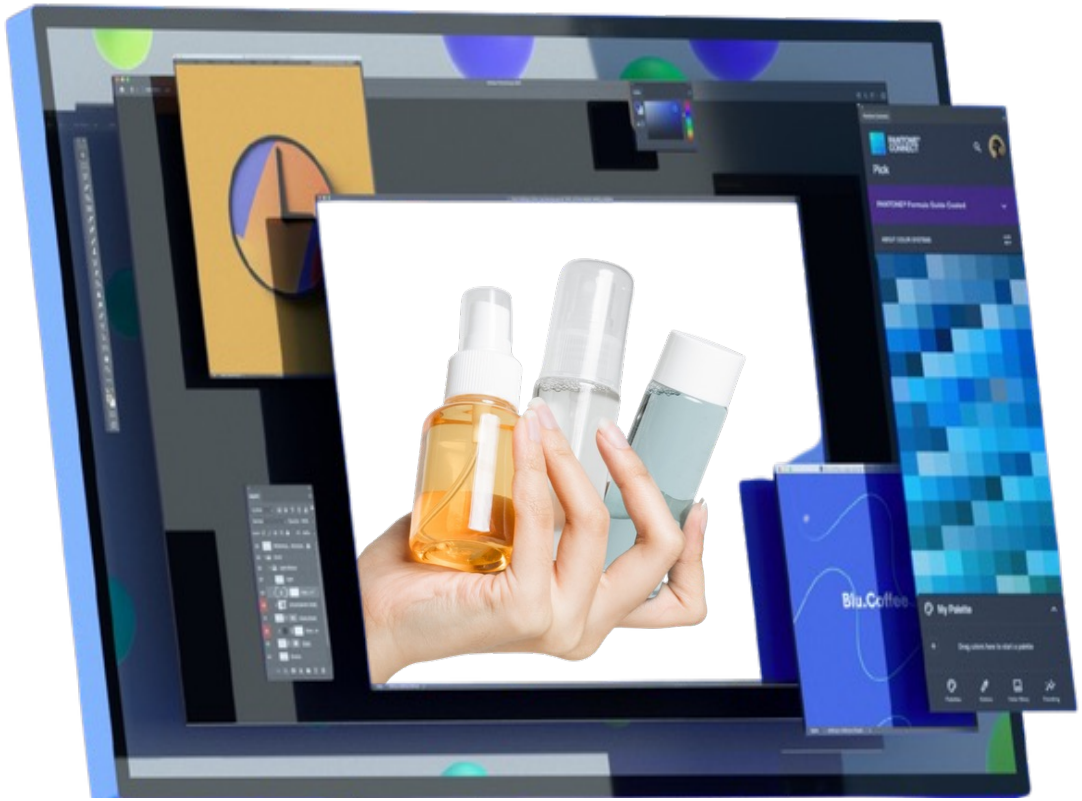


Link to video

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ColorCert® SCORECARD SERVER

- Real-time color quality monitoring and reporting
- Reduced manual checks, rework, and costs
- Actionable color performance insights and analytics
- Improved collaboration across brands, suppliers, and printers



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Leading Brands Evolving





Brands Driving Consistency

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Coca-Cola



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Systane
ULTRA
LUBRICANT EYE DROPS
PRESERVATIVE-FREE
FAST-ACTING
Dry Eye Relief
For Dry Eye due to environmental conditions
10 mL
Alcon
STERILE


TEARS Naturale FORTE
Light, Standard, Dark Range

Alcon

Rejection rate:

From



To



x-rite PANTONE®

Alcon

McDonald's®

PQM GLOBAL PRINT QUALITY MANAGEMENT

tms



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PQM GLOBAL PRINT QUALITY MANAGEMENT

tms



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dE00 = 3.00

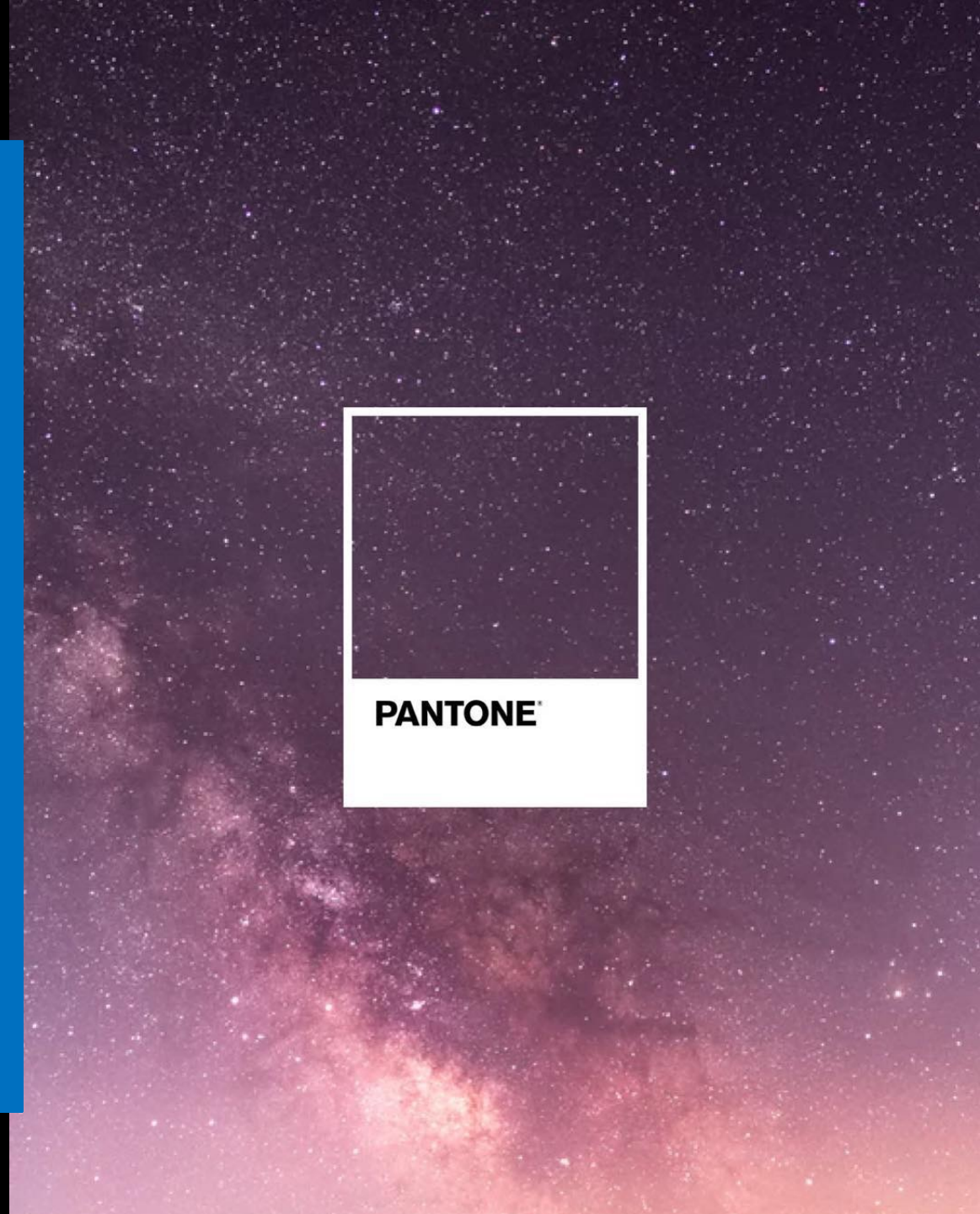
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dE00 = 1.79

dE00 = 1.56

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Eliminating Surprises



Predictable Packaging

1	SPEED	Accelerated approvals and faster time-to-market
2	CONSISTENCY	Standardized execution across suppliers
3	VISIBILITY	Real-time reporting and supply chain transparency
4	CONTROL	Measurable standards and predictable packaging outcomes

Thank you



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