

# OFSET TISKARSKE BARVE

New! PANTONE® BASIC INKS AND SHADES

Cinkarna Celje d.d. is also producing PANTONE® shades and basic inks. PANTONE® system was launched in Cinkarna due to follow the demands of modern designing and printing. PANTONE® system was introduced to the market already in 1963. Today, the PANTONE® system is worldwide represented as a means of colour communication. Compared to other systems on the market, PANTONE® does not have the aim to illustrate one colour shade on different papers but to illustrate a standard ink formulation on different kinds of paper. Therefore, by the means of the system offered by PANTONE®, a worldwide colour communication is possible: e.g. PANTONE® 1235 C in Germany looks like PANTONE® 1235 C in Russia or in any other country in the world.



## Main advantages:

- + 1.341 pantone shades C and U
- + 224 new shades
- + Quality control based on XGRA standard
- + Mixing of shades from formula guide in our mixing unit
- + High intensity of inks and excellent contrast

## Economic advantages:

- + competitive prices
- + short lead time

## Universality:

- + possibility of printing on different kinds of coated and uncoated papers and cardboards

**IMPORTANT:** We also mix shades based on your sample, SCC (System Cinkarna Celje) and HKS colour matching system.

## Our specialist Mr. Dani Mulej advises:

### Ink layer thickness:

Colour shades of PANTONE® guide have been printed with a very high ink layer thickness (more than 2 g/m<sup>2</sup>), which can often only roughly be achieved in regular/standard printing. If you want to achieve exact shade from formula guide, I advise that darker shades are printed twice or order the shade in our own mixing unit Cinkarna Celje, where we will prepare you required shade by special formulation. Therefore, with new special formulation in regular/standard printing with lower ink layer thickness (1,2 – 1,6 g/m<sup>2</sup>) the same effect can be achieved.



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