Certicolor™ is a color workflow that will deliver superior color results for printed inspirational color tools.

The Certicolor™ process will take your print to the next level, inspiring consumers in the initial stage of their color selection journey by representing the many looks and feel a project can take on.

Color

Achieve a *Wider Color Gamut* offering with Certicolor™

Certicolor™ brings **Cleaner Color** to whatever printed color marketing you do, giving you uncompromised color quality.

*Achieve **Increased Color Fidelity***. Color fidelity is maintained throughout the Certicolor™ process, ensuring a high level of predictability to your color marketing efforts. The reliance of conventional print processes on water dampening systems by its nature increases the variability of color throughout the print run.

Quality

Sharper Images are rendered in amazingly crisp detail in Certicolor™

Smooth Tints Certicolor™ smoothest appearing tone of finish available in print

Textures

Add some ***perspective*** to your Certicolor™ printed color collateral with 2.5D digital rendering. With the addition of contrast shading, reflections, or a combination of both, it is possible to render a more natural digital representation of your color – as it might be observed in a real-world context.

With Certicolor™ you can simulate a host of 2 dimensional textures.

Technical Information

Certicolor™ has a defined color range and it is highly recommended that prospective color be vetted in advance to determine if they are suitable for top results using this Certicolor™.

Color Submissions – Final color verification is achieved by means of a High Resolution digital proof whereby color accurate representations are output in context to the original artwork. The approved Hi-Res proof will become the working color target and visual arbitrating color reference for all subsequent print production. Concurrent to the Hi-Res proof, a Low Resolution, non-color accurate digital proof will also be submitted for purposes of print layout. Color approval is by visual means only under daylight illumination (D65).

Metamerism – While every effort is made to match originating paint color where practicable, print and paint are inherently metameric by their nature. It is for that reason that all subsequent color approval is by visual means under daylight illumination (D65).

Gloss Levels – Certicolor™ delivers a gloss level range of 23-37GU measured at a 60 degree angle. Deviations require the secondary application of an overprint varnish and should be noted during the quotation process for appropriate pricing options.

Color Matching – Every effort is made to ensure accurate reproduction to the originating paint standard in print. Nevertheless, we reaffirm that Certicolor™ is not intended to replace traditional manufacturing processes where paint representations are used for the purpose of final color selection, technical specification or a standards tool. Our examination of similarly produced printed collateral indicates that Certicolor™ demonstrates a level of visual color accuracy that equals, and in many cases betters most markets considered the norm today. We attribute this fact to the Certicolor™ workflow.

Repeat Orders – Assuming no graphic or color changes, repeating orders can be run with relatively ease which translates to significant long-term savings on color collateral that repeats itself.

Certicolor™ is not recommended for use when the desired piece is a standalone color selection tool with a matrix of colors arranged for the purpose of final color selection, nor is it recommended for use as a technical specification or standards tool. Regardless of how well the colors match, print and paint are inherently metameric – since a consumer viewing condition cannot be guaranteed, neither can your results.