

# Color Management & Communication in the Metal Packaging Industry

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Bangkok



# On Shelf Differentiation



## Brand Interaction

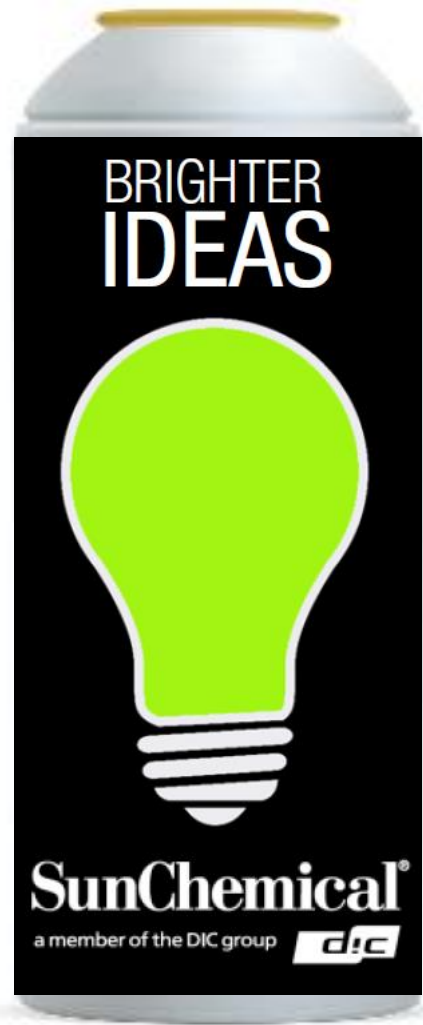
A variety of “Sensors” can be used to interact with the consumer

- Smell
- Sound
- Touch
- **Visual**

→ Shape

→ Color





# METAL PACKAGING

We are somewhat limited with the Sensors we can use however

The ones we can use are very effective



- have to be very accurate and must be same from every Packaging Supplier
- must therefore be defined very clearly
- must be available throughout the Workflow
- But How?



# BRANDCOLORS

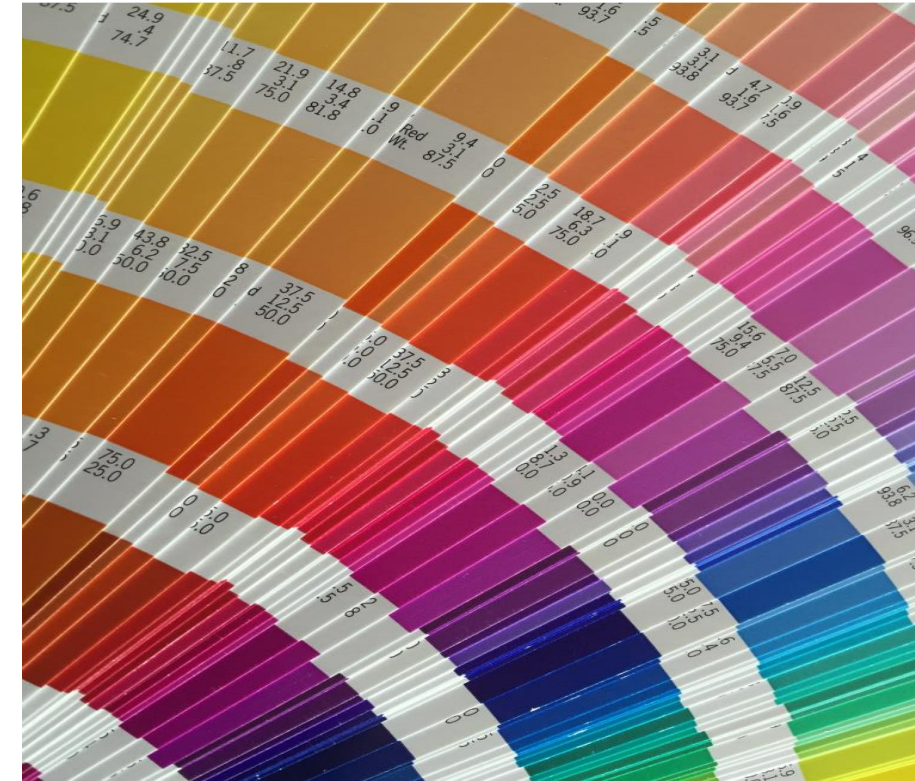
## What are we aiming for?

- Every Application within the Workflow must use the same Brand Color Standards
- They must be available for all stages of the Processes, from Design to the final Packaging



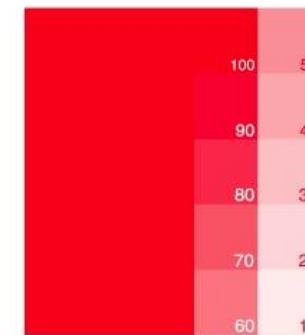
# Ways to communicate Color

- **Printed Color Guides**
  - Very Commonly used
  - Various Systems on the market, but remember....
  - These are Color Guides **NOT** Standards
  - Colors may not be achievable on certain Substrates



# Ways to communicate Color

- **Digital** handy book & Color standards
  - **Bespoke to customer needs.**
  - Digitally printed to very tight tolerances.
  - Accurately communicate color
  - **Substrate rendering**



Accurately communicate colors to in a digital format

# Ways to communicate Color

- **Digital Color Data** is communicated
- Everyone works toward the same target
- Everyone compares to the same Data



Communicate Color data among all Parties, All work to the same Target

## The optimum Solution

- **PantoneLIVE**
- The Pantone Shades are available in Digital format in the PantoneLIVE Cloud
- And also in this cloud, we can get digital Color data for all shades for different Substrates from more than 30 **Dependant Databases**
- These are considered Color Standards

Now STANDARDS  
not Guides anymore



PREFERRED PARTNER

**SunChemical**<sup>®</sup>

a member of the DIC group



## Dependant Libraries

- **On Sep 23, 2019**
  - **two new Metal Deco dependent color libraries have been launched for the Metal Packaging Industry**
    - Consisting more than 4000 new Color Options to be used as Color Standards
    - For Opaque and Transparent Applications
    - **They provide achievable and realistic Targets**
    - **And they address common challenges in the application of Pantone Color onto reflective Metal Substrate**

Now STANDARDS  
not Guides anymore



PREFERRED PARTNER

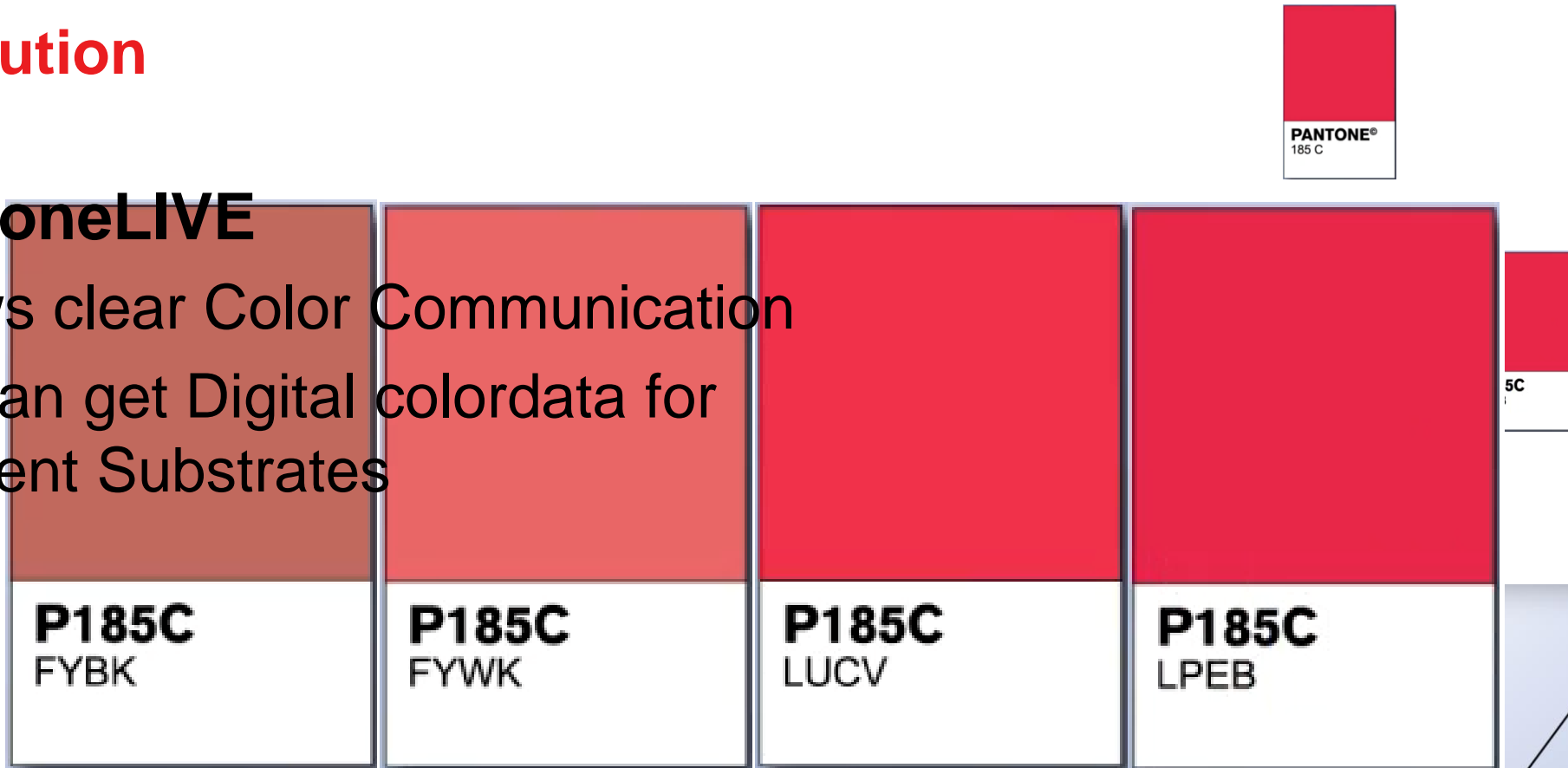
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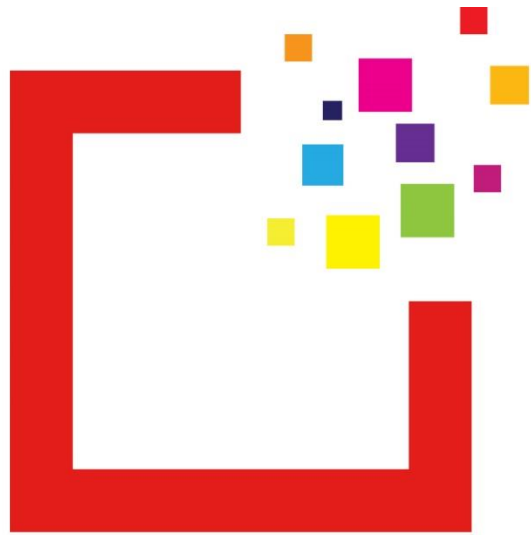
# The Solution

- **PantoneLIVE**
- Allows clear Color Communication
- We can get Digital colordata for different Substrates



The appearance of Designs can be evaluated at the very first stage of the Process

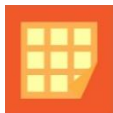




# SunColorBox



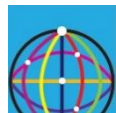
SunConsulting



SunDigiProof



SunDigiGuide



SunMatch



SunColorQC



Hardware &  
Software



myColorCloud



PantoneLIVE



SunCMYK



SunECG

The complete solution for all your digital color management needs

# SunColorBox



myColorCloud

+



To enable – Digital Colour Management Workflow

# Support

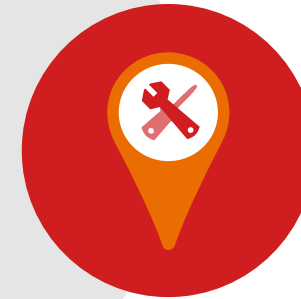
Support & implement  
global digital color  
management projects



Digital color  
management  
training



Comprehensive  
local support



Charlotte, USA

Yate, UK

Aliaga, Turkey

Color  
Innovation  
Centers



# Support – over 100 Sun Chemical personnel trained

## North America

- USA
- Canada

## Latin America

- Peru
- Argentina
- Brazil
- Chile
- El Salvador
- Colombia
- Mexico

## Europe

- Spain
- France
- Italy
- Germany
- Netherlands
- Slovenia
- Romania
- Austria
- Finland
- UK
- Poland

## Africa

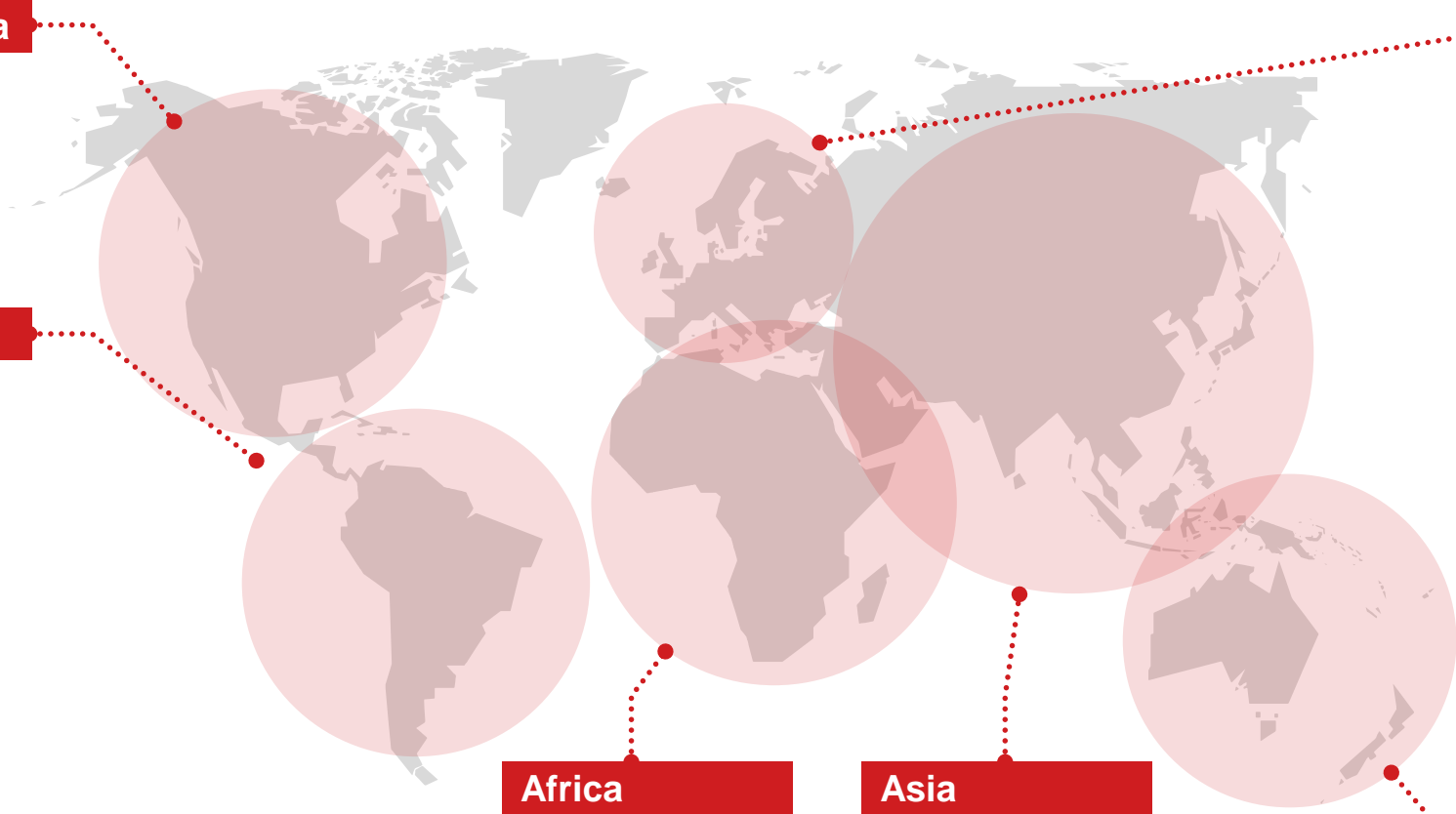
- South Africa

## Asia

- Turkey
- Russia
- China

## Oceania

- Australia



- PowerUsers
- SunColorBox specialist

Thank You  
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Sources:

*G2D Admin / Patrice Aurenty / Richard Haydon / Eduardo Alegria, SunChemical  
Pantone, PantoneLIVE/x-rite*



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working for you.