

SmartColour™ Brand Colour Management for Packaging



True brand colour. At every stage. Around the world.

What if you could see true brand colour, regardless of package substrate or printing process, whether it's during a design review in New York or on a shelf in Sri Lanka? What if your designers knew the colours on their monitor will be the same ones the converter produces on his printing press? What if you could save countless hours on proofing and revisions, because everyone who needed to see the colour proof saw it right the first time?

SmartColour is an innovative packaging colour management system that allows everyone in the package design workflow to view predicted spot colour at every stage of the process. Not paint-on-plastic-to-give-you-a-rough-idea colour, but real colour. With real ink. On real substrates. Using real print processes. The same colour whether it's on the screen. On a proof. Or on a shelf. Anywhere in the world.

From the leader in colour technology for the packaging industry, Sun Chemical®, SmartColour is a suite of inventive services and tools that work together to ensure brand consistency, predictability and spot colour matching at every point in your package design workflow. Like building blocks, each component complements and supports the next as you organise, standardise and digitise your brand palette.

BENEFITS

Increased Speed-to-Market

Cut weeks off the design-to-shelf cycle

Brand Colour Harmony

Across multiple structures and processes

Lower Cost

In both the design and production of your packaging

Global Brand Accuracy

Realisation of creative brand vision in packaging



With SmartColour, designers and brand owners will know how the package will print long before it ever hits the shelves. It means you can finally attain true global brand consistency. And it means your products reach the market faster – and less expensively – than ever before.

ORGANISE

With **SmartColour Consulting**, our colour and production experts will help you organize and optimize your brand colour palette.

STANDARDISE

With **SmartColour Standards**, every colour in your palette – and its tonal breakdown – is printed using real ink on real substrates with printing processes specifically designated to your package production specs.

DIGITISE

SmartColour DigiBase is your brand-specific, optimised colour digital library, accessible from anywhere in the world.

SmartColour DigiGuides are digitally printed colour references produced on your order that simulate the colour and appearance of your brand on any particular substrate.

With **SmartColour DigiProofs**, your designs – and your colours – are mapped on an image of your package 'in context.' Its early colour validation is delivered faster and more economically than test press runs.

INTEGRATE

SmartColour iVue integrates brand colour identities across the packaging workflow. It enables creatives or service providers to access detailed, brand-relevant colour data within Adobe Photoshop. Not only can iVue use a brand-specific colour palette, but also the large SmartColour ink-on-substrate database, allowing anyone to accurately render packaging designs with real colours that are true to on-press results. Discover true global brand accuracy and achieve consistent brand colour results across substrates and continents.