



WCP

Color Chrome M/FX

powered by Color-Logic

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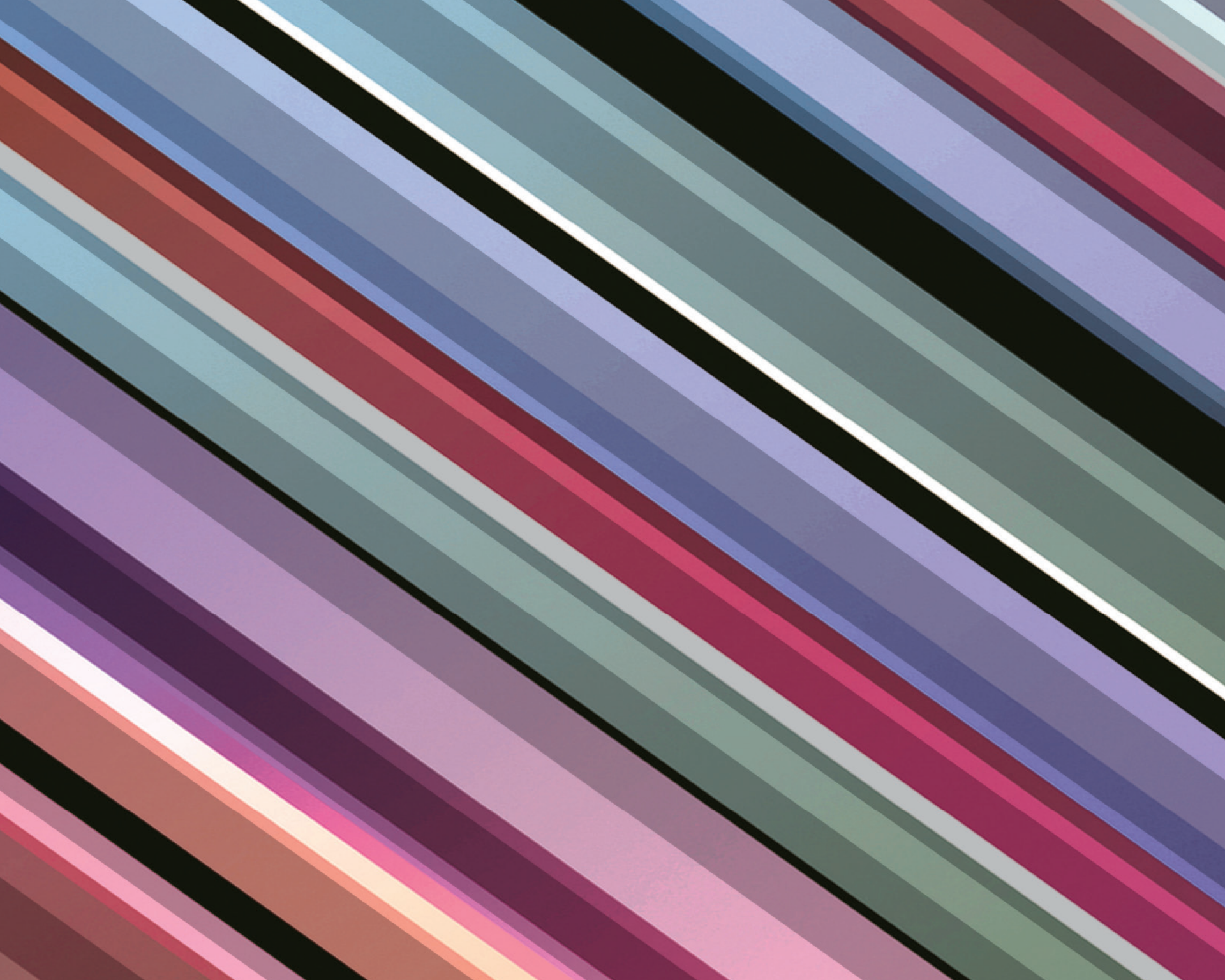
What is Color Chrome M/FX...

The Color Chrome Metallic effect System is an integrated process beginning at the design stage and color controlled through print. Reference colors are selected from Color Chrome swatch books which are printed with the stock, ink and at the standard printing conditions of WCP. This eliminates the issues associated with trying to match swatch books that were printed on different stock, using various ink sets and under unknown printing conditions. The Color Chrome M/FX system fits directly into existing workflows of the designer and does not require any special hardware or machinery in the printing process.

create a variety of metallic hues...

Creative freedom

The Color Chrome M/FX system gives creatives the freedom to use as many metallic colors and effects as they desire, to create imaginative, luxurious and original printed media. Your range of metallic hues are enhanced with the Color Chrome system, communicated through color guides containing hundreds of distinct metallic shades and compatible plug-ins for all major design software. By simply adding one additional printing plate to your CMYK process job, you can create dynamic and metallic rich print like never before.





from lustrous metallic imagery...

Working with metallic images

This brochure illustrates many of the effects possible with the Color Chrome M/FX System. Although the palettes and plugins are very user-friendly, images should be selected carefully. Not all images are suitable for metallic printing. Metallics work best when applied in selected areas rather than overall. Contrast can be created by using metallic areas next to CMYK.

with added sparkle & dimension...

Sparkling results with Color Chrome M/FX inks

Color Chrome M/FX inks are uniquely formulated and designed to improve the trapping of overprinted CMYK inks and to minimize rub-off. Because they are purer and cleaner than alternative metallic inks, Color Chrome metallic inks bring the full range of colors to life with a vibrant shine.





to unique product enhancement.

Enhancing your designs

Color Chrome inks are ideal for enhancing imagery. But it is not always a case of making the product metallic in order to obtain the best results. It is often best to apply a metallic area surrounding the product in order to enhance the impact and dimension of the image. Placing metallics into backgrounds, as seen on the image to the left, creates emphasis on the product by making it appear to stand out from the print with a greater depth of clarity and hue.

Create dimension & impact...

Color harmony

Color Chrome M/FX inks are ideal for creating that extra dimension. However, great care and consideration should be taken to create images with dimension and impact through the use of color harmony. To ensure the image works to the best advantage of the metallics, colors should be converted into metallic that will give the greatest luster and vibrancy in order to obtain greater visual impact. Single hues, such as magenta or cyan will give greater metallic luster than colors such as reds which can turn brown once metallics are applied underneath.





by choosing the right image...

One for all and all for one!

A common misconception is that any image can be made into a metallic masterpiece... often at the expense of the designer and producing results that are less than desirable and incorrect. Not all imagery will work in metallics, so the one for all motto cannot be applied. Sometimes an image "just works" in metallics, but often an image is best left as CMYK. In these instances complementing the page layout with metallic text and tint panels will accentuate the clarity of the design. Simplicity is often the best route to product success.

and integrating special effects...

The art of impact...

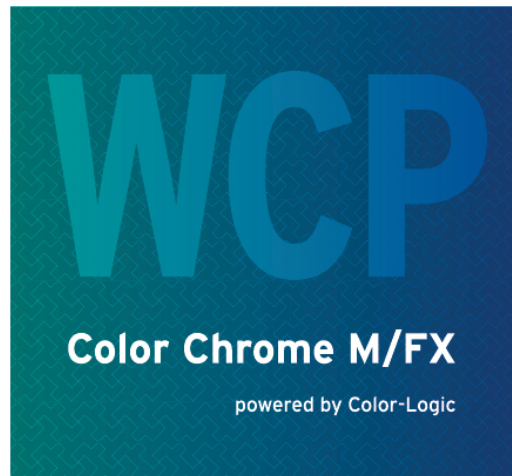
With a little trickery and strategic placement of metallic inks, you can bring your print to life. There are two main effects possible with the Color Chrome M/FX System. The first is called Dimensional-FX, where the image or pattern can change hue and dimension... this is where light is reflected off metallic colors contrasted against process inks. The result, the appearance that the metallic and process areas are changing from a lighter to a darker hue. The second, is the ability to make a given area of a metallic seem to almost appear and disappear as the angle of print is rotated. This effect is known as Watermark-FX.



but above all ...

keep things simple!

... that's why we'll help you through each step of the process.



It's All About The Experience

Wallace Carlson is a certified WBENC women-owned enterprise and is a G7 Master Qualified Printer

To learn more visit www.wallacecarlson.com
952-545-1645

Printed On 100# Sterling Premium Dull Cover using Toyo Kaleido Inks and Fuji Taffeta FM Screening



Process Metallic Color System™

Color-Logic Inc