



專色的解決方案

Brand Colour

- Predictability from design to production
從設計到生產的可預測性

The right colour is important...



... for your brand



... and brand colour



ORIS CxF Toolbox CxF Designer Plugin

 **Tools to make your life easier!**

使用對的工具讓您工作更加快樂順心

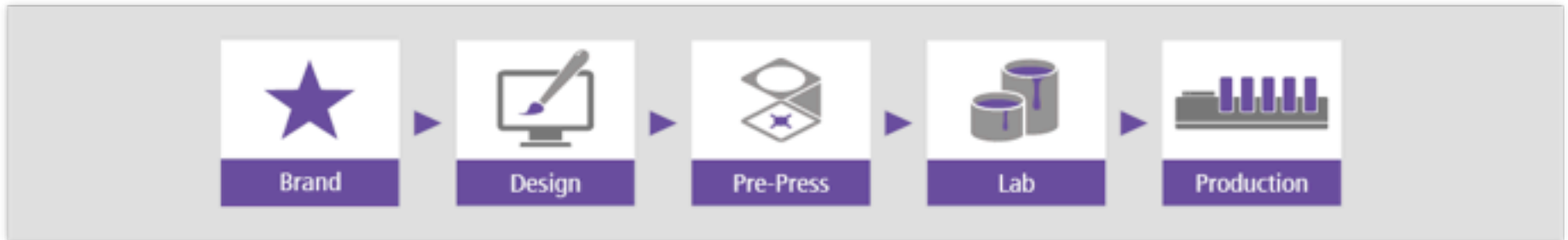
Agenda

- What is CxF?
- The Supply Chain
- CxF Tools
- Workflow
- Product Descriptions
- CxF in ORIS Color Tuner // Web / ORIS Flex Pack // Web
- Deliverables
- Targets
- Sales Approach
- Pricing

What is CxF?

- CxF is the new CGATS data exchange format for spectral colour information
- CxF /X-4 allows tags and additional information to be stored with the colour data
- CxF /X4 data could be embedded in the new PDF 2.0 Standard (ISO 32000-2)
- CGATS: **Committee for Graphic Arts Technology Standards**
- For more information? [Klick](#)

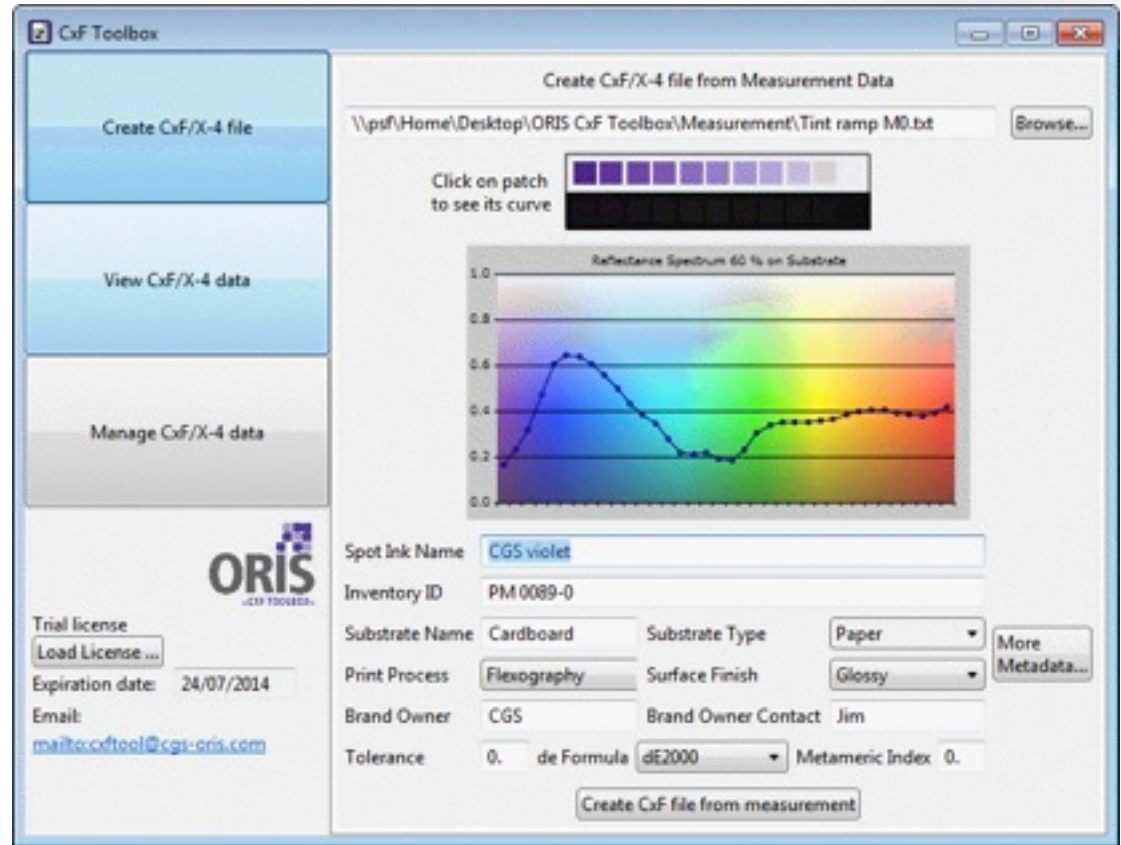
The Supply Chain



CxF Tools



CxF Designer Plugin



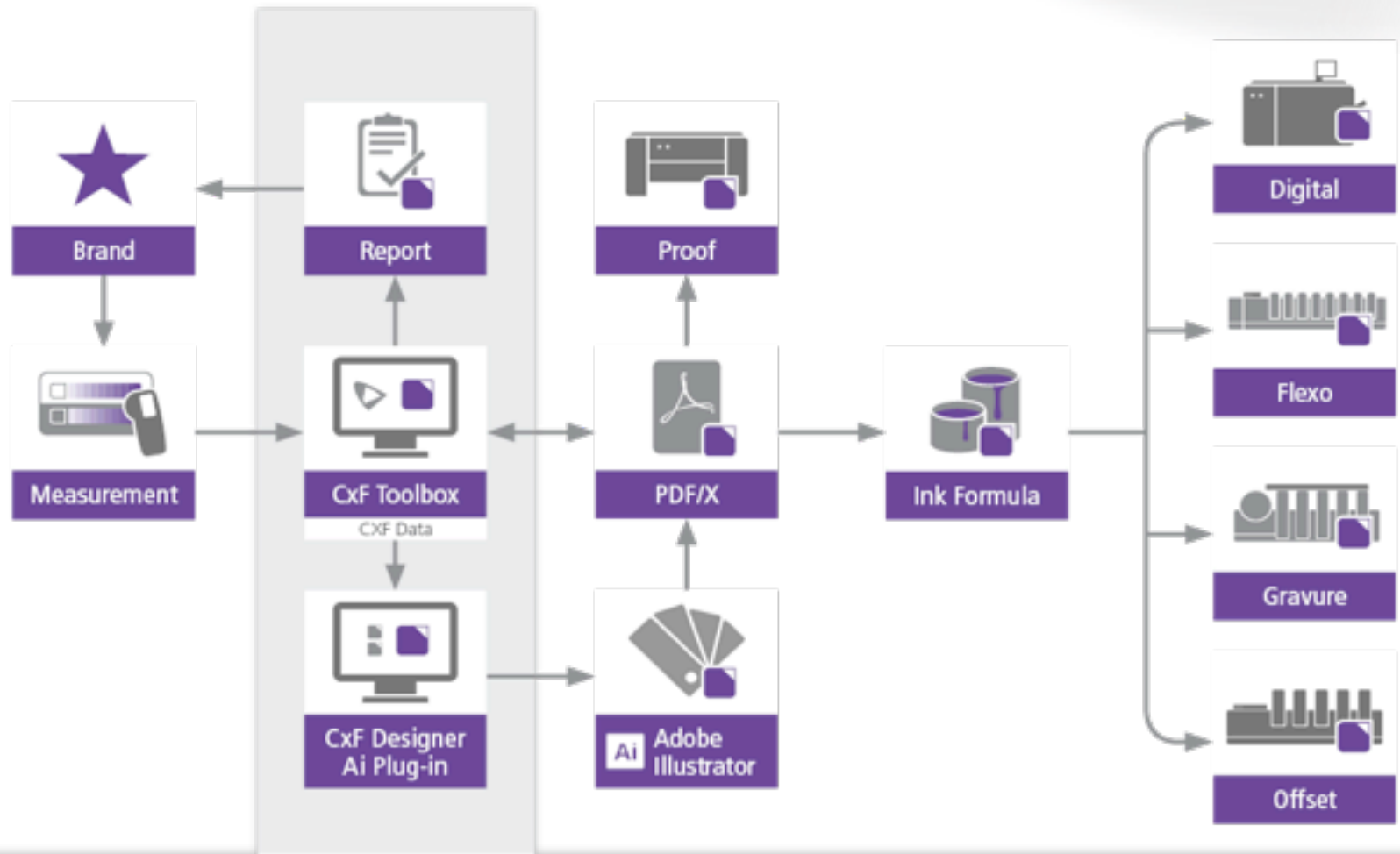
CxF Workflow

- Print Brand Standard - tint ramps and spectral data is measured
- Measure 22 colour patches



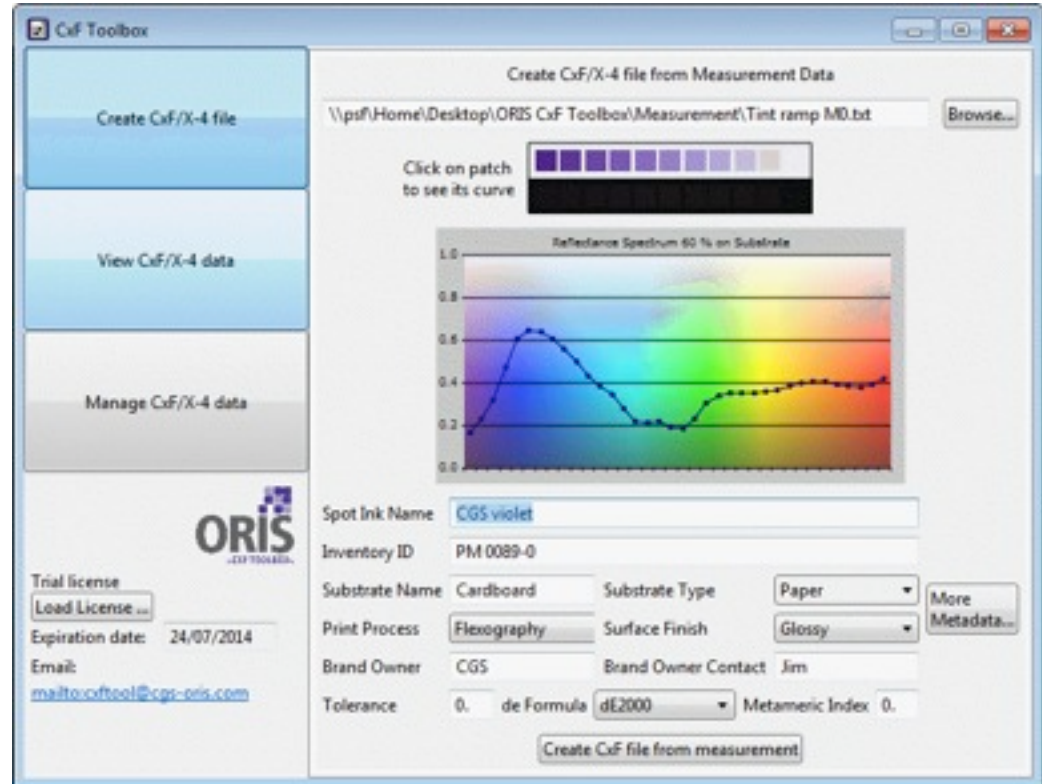
- Create CxF/X 4 (colour exchange format)
- Add CxF/X 4 data into Design Creation
 - Design Files using Exact Brand Colours –Illustrator
- Export CxF to PDF/X
 - Tagged with CxF/X 4 colour definitions, sequence
 - Distribute PDF/X to all supply chain partners

CxF Workflow



CxF Toolbox

- Converts Measured CGATS Data from any instrument to CxF Data
 - Text Files
 - CxF 1 or 3 Data
 - CxF/X-4



CxF Toolbox

View and Report CxF Data

CxF Toolbox

Create CxF/X-4 file

View CxF/X-4 data

Manage CxF/X-4 data

ORIS
JOB TOOLBOX

Trial license
Load License...
Expiration date: 24/07/2014
Email: mailto:cxftool@cgs-oris.com

Create CxF/X-4 file from Measurement Data

\\psf\Home\Desktop\ORIS CxF Toolbox\Measurement\Tint ramp M0.txt

Click on patch to see its curve

Reference Spectrum 60 % on Substrate

Spot Ink Name: **CGS violet**

Inventory ID: **PM 0089-0**

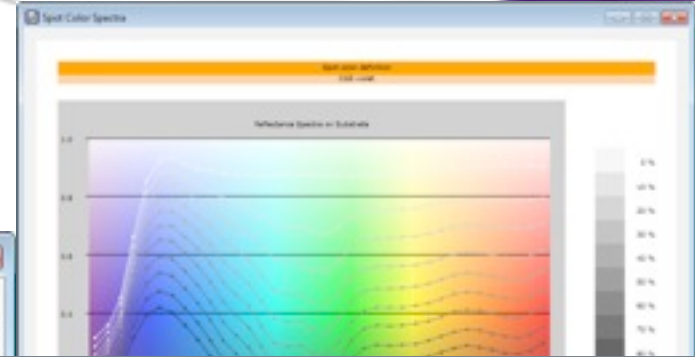
Substrate Name: **Cardboard** Substrate Type: **Paper**

Print Process: **Flexography** Surface Finish: **Glossy**

Brand Owner: **CGS** Brand Owner Contact: **Jim**

Tolerance: **0.** de Formula: **dE2000** Metameric Index: **0.**

Create CxF file from measurement



Spot Color Report

Spot color definition: **CGS violet**

Spectral data

Wavelength (nm)	L*	a*	b*	C*	H°	Ti%
380	0.1768	0.0088	0.0127	0.0133	150.00	0%
390	0.1312	0.0057	0.0081	0.0086	150.00	0%
400	0.2044	0.0147	0.0217	0.0221	150.00	0%
410	0.3131	0.0320	0.0473	0.0477	150.00	0%
420	0.3673	0.0518	0.0748	0.0752	150.00	0%
430	0.4192	0.0748	0.1048	0.1052	150.00	0%
440	0.4627	0.0947	0.1348	0.1352	150.00	0%
450	0.3985	0.0748	0.1048	0.1052	150.00	0%
460	0.3084	0.0518	0.0748	0.0752	150.00	0%
470	0.2812	0.0320	0.0473	0.0477	150.00	0%
480	0.1883	0.0127	0.0181	0.0185	150.00	0%
490	0.1477	0.0081	0.0127	0.0131	150.00	0%
500	0.1159	0.0052	0.0076	0.0080	150.00	0%
510	0.0735	0.0022	0.0033	0.0037	150.00	0%
520	0.0439	0.0001	0.0002	0.0003	150.00	0%
530	0.0388	0.0078	0.0112	0.0116	150.00	0%
540	0.0411	0.0082	0.0116	0.0120	150.00	0%
550	0.0348	0.0081	0.0115	0.0119	150.00	0%
560	0.0212	0.0084	0.0118	0.0122	150.00	0%
570	0.0575	0.0100	0.0140	0.0144	150.00	0%
580	0.1028	0.0222	0.0312	0.0316	150.00	0%
590	0.1559	0.0435	0.0575	0.0579	150.00	0%
600	0.1405	0.0338	0.0473	0.0477	150.00	0%
610	0.1385	0.0340	0.0475	0.0479	150.00	0%
620	0.1392	0.0342	0.0477	0.0481	150.00	0%
630	0.1412	0.0345	0.0480	0.0484	150.00	0%
640	0.1510	0.0348	0.0483	0.0487	150.00	0%
650	0.1432	0.0349	0.0484	0.0488	150.00	0%
660	0.1778	0.0355	0.0491	0.0495	150.00	0%
670	0.1828	0.0357	0.0493	0.0497	150.00	0%
680	0.1787	0.0358	0.0494	0.0498	150.00	0%
690	0.1712	0.0357	0.0493	0.0497	150.00	0%
700	0.1613	0.0358	0.0494	0.0498	150.00	0%
710	0.1487	0.0360	0.0496	0.0500	150.00	0%
720	0.1389	0.0360	0.0496	0.0500	150.00	0%
730	0.1417	0.0362	0.0498	0.0502	150.00	0%

Reference Spectrum 100 % on Substrate

Total Ink Increase (TIC)

Specifications

- Colorimetric Index: 12%
- Spectral Density: 1.80
- Density @ 80%: 24%
- Print Cost @ 70%: 42%

Measurement

- Mass Ink-ink: 13.700g
- Mass Conditions: 60°C, 48h, 50% RH
- Geometry: 6.0x4.0
- Aperture: 0.15mm

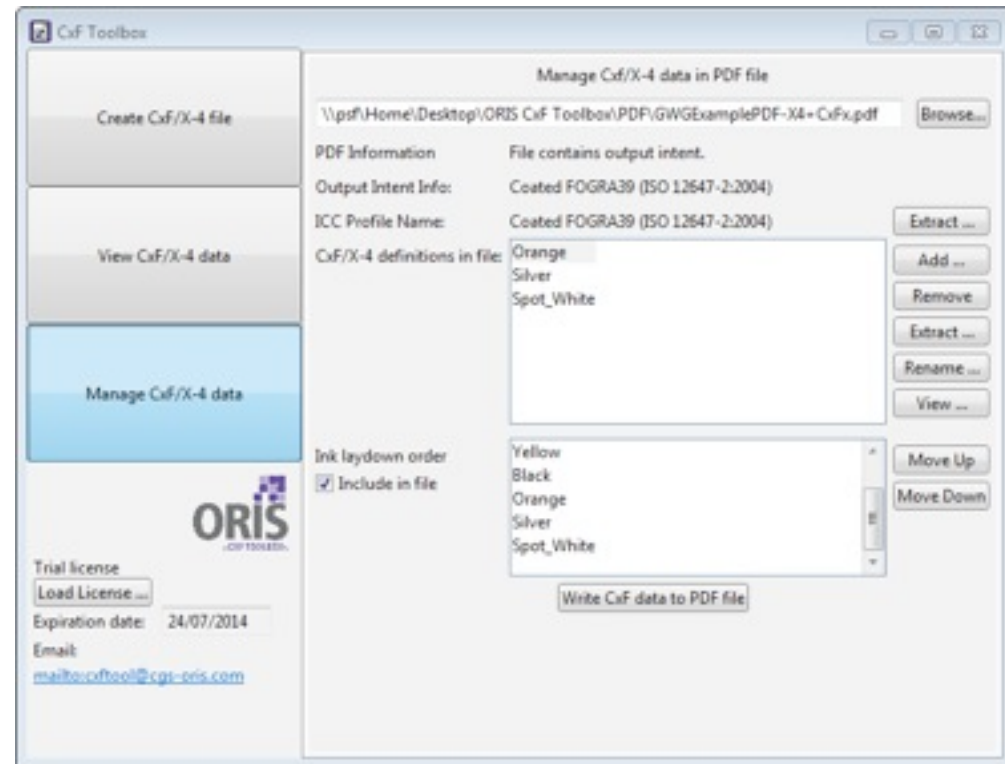
CGS violet

- Brand Color: CGS violet
- Brand Owner: CGS
- Contact: Jim
- Substrate: Cardboard
- Basics: 100%

Print... Close

CxF Toolbox

- Create or Extract CxF Data from PDF/X
 - Process Control
 - Ink Formelation
 - Ingredients
 - Opavity
 - Press Aims
 - Colorimetry
 - TVI Aim
 - Tolerances



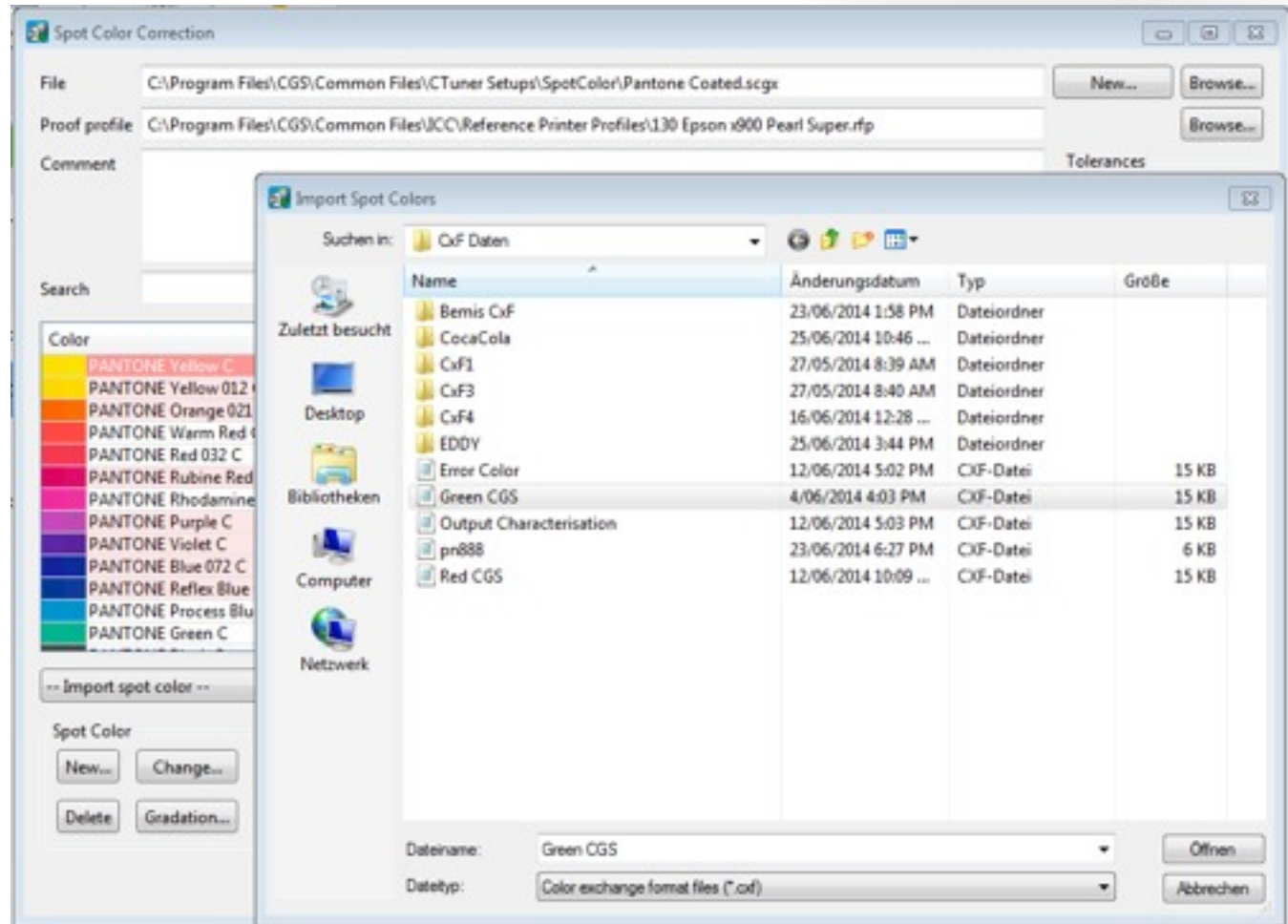
CxF Designer Plugin

- Loads Brand CxF colorimetric data into Illustrator Pallet (Lab, RGB)
- Colorimetric Brand colors are used for File Creation
- Exports full CxF/X-4 metadata to PDF/X file



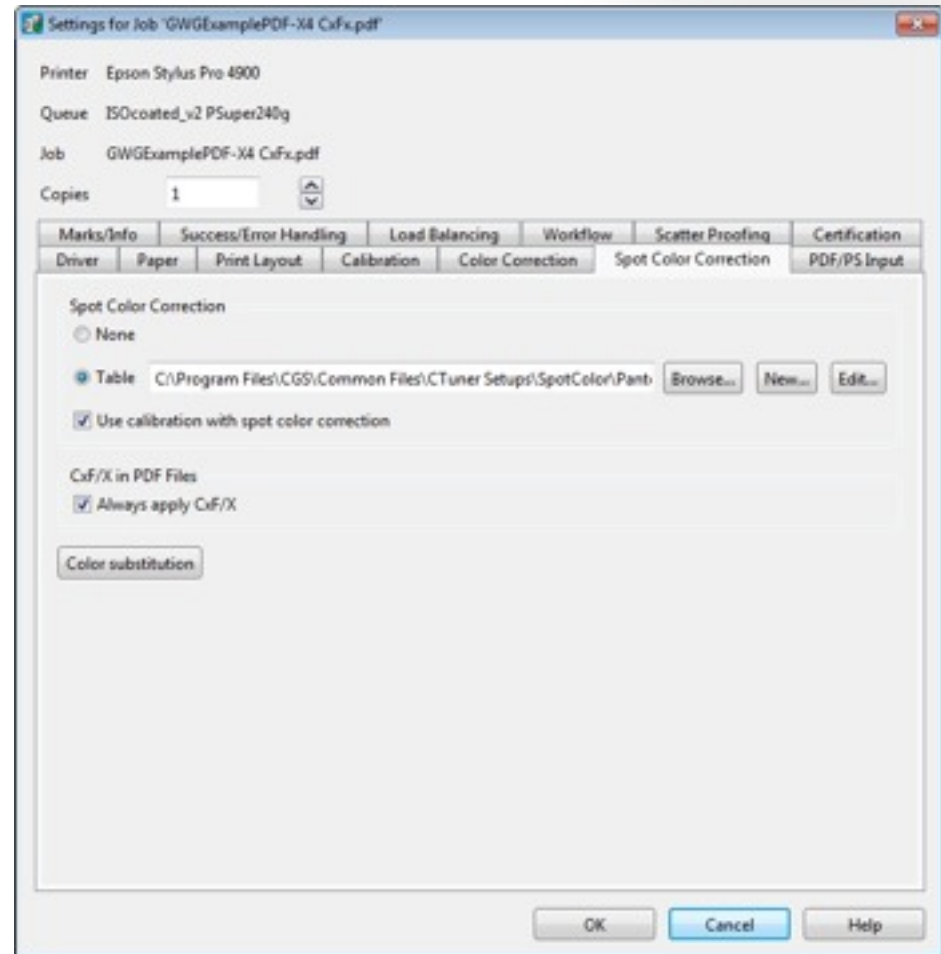
CxF in ORIS Color Tuner // Web

- The old way



CxF in ORIS Color Tuner // Web

- The new way



Deliverables

PDF/X containing CxF/X-4 metadata supplies improved solutions across the entire supply chain

- Brand owner
 - Brand Library standard open format
- Designer
 - Exact brand color used in Design, not a guide colour
- Proofing
 - All data required for Matching Color, Tints and Overprints
 - Design Prints from Designer
 - Contract Proofs Supplier



Deliverables

PDF/X containing CxF/X-4 metadata supplies improved solutions across the entire supply chain

- Printer
 - All the information a needed to meet customers expectation
 - Aims, Tolerances, TVI expectations, Opacity, Ink Sequence
 - Reduction in Press setup with pre approved inks
- Ink Formulation
 - Ink formulation instructions
 - Process control
 - Aims and Tolerances
- Procurement
 - Tools for Quality Reporting Metrics included in file



Targets

- Consumer Product Companies
 - Diageo
 - Kimberly Clark
 - Coca Cola
 - Unilever
 - Barilla
- Flexo Prep providers
 - Schawk!
 - SGS
 - Matthews

Sales Approach

- Questions to ask
 - How important are your brand colours to you?
 - How do you communicate your colours?
 - Do you currently use any CxF colour data?
 - Are you a Pantone Live client?
 - The costs associated to them
 - Where are your brand colours maintained?

Pricing

- CxF Toolbox
 - \$39,000 主程式
- CxF Designer Plugin
 - \$19,000 單機版本
 - 多套合購優惠價格,請洽登華 業務部 sales@dhd.com.tw
 - 原廠認證講師-現場教學課程輔導 (費用另計)



Remember this color well!