

A Unique Colour Guide to Remove Subjectivity about What Colour is Achievable on Industry Common Brown Kraftliner Substrate

VIVO ColourBook is part of Flint Group's unique colour services toolbox designed to provide a dynamic end to end digital colour workflow for an integrated pressroom.

VIVO ColourBook

An accurate method for the selection, specification, communication, and reproduction of international colour guides used for design, print, and packaging where accurate colour communication is crucial.

Created by our own Global Colour Centre (GCC) VIVO ColourBook provides an achievable colour guide using Flint Group's HexaCode® water-based inks for brown corrugated, paper bag, and paper sack substrates.

The book contains 2385 solid colours which, together, represent a practical guide of what is achievable on press in the corrugated flexographic printing industry on typical brown substrate.

Using VIVO ColourBook will ensure that faster colour specification agreements are achieved between brand owners, packaging specifiers, and print converters, optimising the delivery of consistently 'right first time' packaging.

FEATURES & BENEFITS:

- Each colour is identified by a unique VIVO ColourBook reference.
- Each colour has been matched and proofed under strict and controlled conditions.
- Each colour has a supporting unique ink recipe available in multiple film weights.
- Each colour has a downloadable spectral standard file CxF 3.0 file.
- Each colour has an individual DigiSwatch available for download and printing.
- All 2385 colours are also available for instant download from VIVO ColourCloud.
- Saves time.
- Technically supported by Flint Group personnel.
- Sets a new achievable global industry colour reference standard.

Availability

VIVO ColourBook is available for Paper & Board brown kraftliner substrate and can be purchased through your local Flint Group sales and service centre. Pricing is available upon request. Sales Part No. XW20-3PBO-DPRO. Further information will be provided by emailing us at: info@flintgrp.com





Consultancy, services and tools for colour and ink management



communication

vivo ColourCloud > vivo ColourPortal > vivo DigiSystem 3.0 > vivo ColourConnect

management

vivo ColourSuite > vivo ColourFix > vivo PerformanceManager > vivo ColourNetwork

colour guides

vivo DigiSwatch > vivo ColourBook > vivo ColourStandards > vivo ColourGuide

Disclaimer

The present VIVO ColourBook, and the colours depicted in it, originate from Flint Group. Each colour is identified by a unique VIVO ColourBook reference and spectral data.

Although every effort has been made to ensure the highest standards of print and colour integrity in the production of this book, the digital file in the VIVO ColourCloud is the true standard the printed colour guide is derived from.

Whilst the Arabic numerals part of the VIVO ColourBook correspond to Arabic numerals utilised by Pantone®, Flint Group emphasises that in respect of the depicted colours and this ColourBook no contractual or business relationship is being entertained with Pantone.

For the avoidance of doubt: The colours depicted in the present ColourBook are not identical to Pantone colours. There are colour differences; as the colours differ in that Pantone depicts colour as they appear on a white substrate whilst the colours depicted in this VIVO ColourBook depict colours as they appear on a brown substrate.

Colours change over time due to pigment fading, paper aging, exposure to light, and handling. To help minimise these changes, avoid prolonged exposure to light.

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For more details on VIVO Colour Solutions or VIVO ColourBook contact your nearest Flint Group office or dealer.

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