

## 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 color services toolbox designed to provide a dynamic end to end digital color workflow for an integrated pressroom.**

### VIVO ColourBook

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

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

The book contains 2385 solid colors 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 color specification agreements are achieved between brand owners, packaging specifiers, and print converters, optimizing the delivery of consistently 'right first time' packaging.

### FEATURES & BENEFITS:

- Each color is identified by a unique VIVO ColourBook reference.
- Each color has been matched and proofed under strict and controlled conditions.
- Each color has a supporting unique ink recipe available in multiple film weights.
- Each color has a downloadable spectral standard file CxF 3.0 file.
- Each color has an individual DigiSwatch available for download and printing.
- All 2385 colors 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. XW20-3PB0-DPR0. Further information will be provided by emailing us at: [info@flintgrp.com](mailto:info@flintgrp.com)



## Consultancy, services and tools for color and ink management



### Disclaimer

The present VIVO ColourBook, and the colors 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 colors and this ColourBook no contractual or business relationship is being entertained with Pantone.

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

Colors 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.**

**Flint Group**  
[www.flintgrp.com](http://www.flintgrp.com)  
[info@flintgrp.com](mailto:info@flintgrp.com)