

Printed Flexible Packaging...Should I Use CMYK Colors or PMS Colors?

Many customers (or their Graphics people) are used to creating colors using CMYK...percentages (%) of the colors Cyan, Magenta, Yellow, and Key (black). They can create different colors by combining these for brochures, corporate reports, business cards, etc. However, printing on flexible film (to create such products as stand up pouches, barrier bags, foil pouches, etc) is different for a number of reasons. The film sometimes is clear, sometimes it is foil, sometimes there are white backgrounds for certain sections of the printing, sometimes clients want to see thru their printing (translucent), sometimes the client wants an incredibly opaque/dark structure, and so on.

As a result, we recommend that clients provide their artwork for flexible packaging using PMS colors (see link below). Here is why...

- When artwork is created using CMYK, the percentage of Cyan, Magenta, Yellow, and Black is dictated by the artwork submitted by the client. Everyone's computer monitors are different and set to different levels, so one person may see a color one way, while someone else will see something different. **NOTE...**at the beginning stages of a printed flexible project, using CMYK colors are fine for discussion and "getting an idea" of how a printed pouch should look.
- Once we make an Electronic Proof for the client (see below...reduced for file size reasons)...this is where the client reviews the printing "concept"...checks the text, bar code, etc...and where we request that they change CMYK colors to PMS colors.

http://www.pensrus.com/online_color_chart_allpms.html



- Once the customer approves an electronic proof and we receive the order...one of their biggest fears is “I hope the colors look the same when the pouches are printed. Instead of going right into production, we’ll have our cylinder plant (because we Rotogravure Print...we use cylinders, not flexographic plates) make an actual printed proof. We send the client an electronic picture (nothing sophisticated) to review. 98% of our clients approve their artwork from these electronic photos and go right into production. 2% of our clients (which is fine...it does add time and some cost) request that we actually send this printed proof to them for review. **Keep in mind**, this printed film is the thin inner liner, it is very thin and flimsy as it has yet to be laminated to other barrier films and converted into a pouch.
 - Here’s the **KEY POINT**...if a client wants to make a change...say a red needs to be darker or a blue just doesn’t look that vibrant when printed...if we are using PMS colors, we can go (both the client as well as ABC) to the PMS color chart and pick new colors to use and make a new electronic proof. If we are using CMYK colors, we’ll need the client to provide another round of artwork, starting the whole process over again. This results in delays and is not very efficient or effective for creating printed flexible packaging.



Scanned Final Pouch (See At Close Of Document)...

We feel very confident in our process and believe we have implemented the necessary steps to provide award winning flexible packaging our clients can use with confidence (see below)



September 25, 2008

David Marinac
ABC Packaging Direct
2162 Clifton Way
Avon, OH 44011

Dear David,

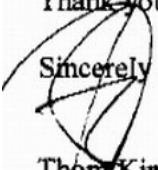
Enclosed please find the newly designed stand up zipper pouches you worked on with us. It has been a long and winding road to get our line to this point but we have made it. It is people like you that have helped us reach this destination and we appreciate it.

I would like to personally thank you for your professionalism which helped us break our brand paradigm and take Steviva Brands to the next level. You have been extremely instrumental in helping us make our product line really shine next to our competition. The bags look sensational!!!

Words can not do justice to how appreciative we are of your efforts. ABC Packaging our "go to" company and will be in the future ahead. We look forward to an on going relationship with your firm.

Thank you for all you have done.

Sincerely yours,


~~Thom King~~
President
Steviva Brands, Inc.

Convenient Resealable Package!

Less than 3 Calories per Serving & Low Carb

Steviva™ BLEND

A Natural Sugar Substitute with Stevia



Low Calorie
Low Carb
Low Glycemic
Gluten Free
No Maltodextrin
No GMOs



NET WT. 1LB. (16 OZ) 454 G

Excellent in Recipes!
Replaces Sugar 2 to 1



Steviva™ BLEND

Quality You Can Taste

- ✓ Low Calorie
- ✓ Low Carb
- ✓ Low Glycemic
- ✓ Gluten Free
- ✓ No Maltodextrin
- ✓ No GMOs

Steviva™ Blend combines the highest quality stevia with an all natural gluten free fermented grain extract, erythritol. Erythritol occurs naturally in many fruits and vegetables, and has properties similar to table sugar, but without the carbs and calories. The perfect blend of each creates a granulated sweetener that tastes just like sugar and dissolves quickly.

Unlike many other sugar substitutes, Steviva™ Blend is easy on digestion. And with a zero glycemic index, is also safe for diabetics.

To learn more about Steviva™, our health conscious products, and the great recipe ideas, visit us on the web at:

www.steviva.com

Steviva Brands, Inc.
Portland, OR USA

Steviva™ and the Environment

- Bottles and caps are 100% recyclable PET plastic.
 - Free vehicles run on alternative fuel.
- Our manufacturing and office facilities are powered from renewable energy sources.
 - Cans, paper and packaging are recycled.
- We give a portion of our profits to environmental concerns.

Supplement Facts

Serving Size: 1 T (15g)	
Servings Per Container: 32	
Amount Per Serving	
Calories 2-4	
% Daily Value*	
Total Fat	0g 0%
Sodium	0mg 0%
Total Carb.	0g 0%
Sugars	0g
Sugar Alcohol	12g
Protein	0g

*Percent Daily Values are based on a diet of 2000 calories a day.

INGREDIENTS: ERYTHRITOL, 100% NATURAL, GLUTEN-FREE, FERMENTED GRAIN EXTRACT AND STEVIA.

This product contains stevia. Stevia has been approved by the FDA as a dietary supplement only. This product is not intended to treat, cure, or prevent disease. These statements have not been evaluated by the FDA.

