

PRESS RELEASE

Late last year Pantone Inc decided to update the substrates used in the coated and matte coated versions of various of their colour publications. This decision was in line with the graphic arts having moved to brighter and bluer papers over the past few years.

A E Hudson Pty Ltd who have been supplying Pantone publications to the printing industry for many years now have stock of the Second Edition books which are the first to be printed on the new stocks. These publications are the Pantone formula guides both coated/uncoated and the matte coated the Pantone metallic formula guide and the Pantone Pastel formula guide. The Pantone solid to process guide is scheduled for release late in 2004.

The coated and matte coated substrates used on the new second edition publications are brighter and bluer than those used in previous editions. The weight of the coated stock has been increased from 60 lb to 80 lb to improve the usability and physical durability of the product. The new matte stock provides a flatter finish that is preferred by contemporary designers. The substrates used on uncoated publications remains unchanged, as it currently satisfies customer requirements.

Pantone product users should appreciate that specifying or matching colors with outdated or worn guides increases the chance for miscommunication and unpredictable color results. Hudsons believe it is good insurance to replace Pantone color guides on a regular basis, or as new versions, are released. As with any printed piece, the color fidelity will diminish over time and is accelerated when exposed to any type of light. Light exposure affects the fluorescent whitening agents contained in the coated paper, resulting in a shift of the reflectance measurements. The largest shift occurs in the blue end of the spectrum. This effect is similar for matte and uncoated stocks. Over time there is a general yellowing of the paper, which may impact the visual appearance of printed color. This shift in color caused by aging and exposure to light is common to all paper stocks.

Full technical details of the changes and effects of the new Second Edition Pantone guides are contained on A.E. Hudson Pty Ltd website www.hudsons.com.au. All users of the Pantone system are encouraged to check these details as it could mean a significant shift in the finished printed piece to that expected.