

Achieving the best results from your paper bag

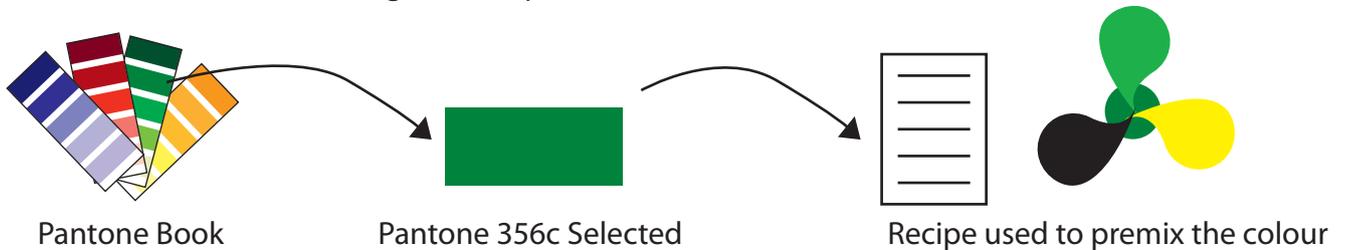


Pantone colours explained

Ever bought paint for your lounge walls? You would start off by choosing a colour from a paint colour chart, then go to your local hardware store to purchase the tin of paint that matches your selection. This paint is made up of a variety of colours that have been premixed to make the colour you like with the use of a “recipe” book which dictates how much of what mixed together will make the final colour.

This is similar to Pantone colours, these are premixed colours that are made by following a “recipe” to give you your final chosen colour.

When it comes to printing a pantone colour you would only need one plate per colour, as the colours are premixed so there is no need to overlap plates to get that specific colour. Hence when printing a 2 colour job, it is best to supply pantone colours as this will save on plate costs and there is the security that the colour will remain the same throughout the job run.



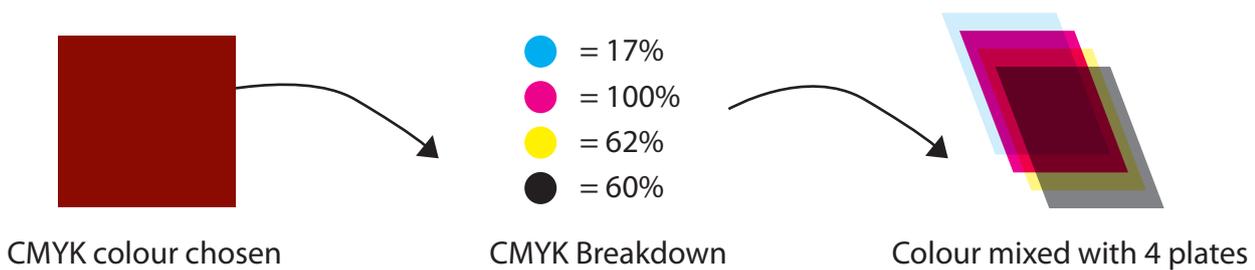
Pantone Coated vs Pantone Uncoated

Pantone colours have a range of books available that show how colours will print on a white substrate be it coated (used for laminated bags) or uncoated (colours used for paper such as kraft). There is still the hope that a pantone book will be made to illustrate how colours appear when printed on a brown substrate.

It is important that you understand the difference between coated and uncoated pantone colours. Coated colours sit on top of the substrate, for example laminated paper, whereas uncoated colours sink into the substrate due to the paper not having a lamination to stop ink absorption. The result is coated colours are brighter in colour than the uncoated version. It is advisable that you choose an uncoated pantone that has a close resemblance to the coated version prior to printing your desired product.

CMYK colours explained

CMYK colours are quite different from Pantone colours in the way that they are produced. CMYK stands for **C**yan, **M**agenta, **Y**ellow and **B**lack. When printing in a job using CMYK, you would need 4 plates, one for each colour. That means that the paper would have to go through the machine 4 times, each time a different plate is inked up for each of the 4 colours, leaving a bit of room for variation when printing large areas of colour. On small areas the variation is too slight to be noticed but if colour is the main objective it may be advisable to find a similar pantone colour.



Printing 100% coverage?

If you have a bag designed with a 100% purple background and a photo of a square in the center of the bag, your first reaction may be to assume that this will print out best as a 4 colour job or CMYK job. This is however not always true, to get the best result on a bag with a large surface area covered in a flat colour, we would suggest printing the job as a CMYK plus 1 spot (pantone) colour job. The reason for this is due to the fact that pantone colours are premixed as explained above whereas a CMYK colour has to be printed 4 times - leaving room for variation if a plate isn't inked as well as it should be in the middle of your job run. The pantone will prevent this from happening, leaving you with the best result possible.

Colours affect lead times.

Certain pantone colours, although available in the pantone book are not always readily available with the printers as they are not often used. Therefore it is advisable to check that your specific colour is in stock, if it isn't this can be ordered in but may add a week or more onto your lead time.

