

We take color seriously

Color is serious business at MSI. For the past 10 years, MSI has used the most advanced color matching software and equipment on the market. The DataColor System gives MSI significant capabilities:

- **DataColor Match-Pigment software** gives MSI the ability to match special colors such as:
 - » Painted Metal
 - » Colored Plastic
 - » Even an old sample Overlay or Nameplate

The software is designed to match the given color taking into account the material the label will be printed on. In many cases MSI may have multiple color matches for one color standard because that color will be produced on different colored materials.

- **DataColor Color Tools QC software** ensures that MSI prints an accurate color match every production run. The color will be printed and checked against the “customer signed color standard” at the beginning of every production run. This ensures that every run of labels is within MSI’s 1 delta color standard.

How the color matching process works in real life:

1. Customer submits a color standard to be matched with the following information:
 - » Material to be used including thickness and finish
 - » Color of surface that part will be mounted to
 - » Light source that part will be viewed under. (This can be daylight, cool fluorescent or incandescent).
2. Using a state of the art flash spectrophotometer and the latest color matching software, MSI formulates a color and proofs it on press. The color is then measured with the spectrophotometer. If the color is out of tolerance, the computer will give the needed adjustments to correct. This process is repeated until the color is within a total deviation of 1 in most cases.



3. MSI submits a color approval to the customer. If the color is approved the customer is required to sign the bottom half of the color approval card, then tear it off and send it back to MSI for our records. The duplicate half is kept by the customer for their records. The MSI bucket number is listed on the card for future reference.



4. MSI files the card along with the original color standard to be used to QC future print jobs. Colors are typically QC'ed to the original standard and the color match card is used for secondary measurements.



Shooting screens

Did you know?

When you put your green label on a black surface it looks different then if it was on a white surface?

MSI takes this into account and makes sure your original color sample matches with the surface you are using. **Now that's some serious color matching!**

Note: There are many factors that MSI must control in order for the colors to be within specification each production run:

- ✓ Screen mesh (# of openings per square inch)
- ✓ Thickness of photographic imulsion coated on the silk screen.
- ✓ Tension of the screen mesh on the silk screen. Tension determines the size of the openings in the silk screen and can let more or less ink through shifting the color.
- ✓ Squeegee pressure.

Ready for some serious color matching? Give us a call!