

COLORPLUS GRAPHICS' CUSTOMERS 'ECSTATIC' OVER HEXACHROME®

"We wanted to build our business with high-end clientele, to offer the client something special," explained Danny Bishop, operations manager of Cerritos, California-based COLORPLUS Graphics. "We'd try anything. Two years ago, we started dabbling in Hexachrome, and it has since taken our clients' work to a higher level. I expected the world, and I'm getting it!"

Developed by Pantone, Inc., Hexachrome is a high quality printing process that uses reformulated CMYK, plus orange and green. This six-color process has twice the gamut of conventional CMYK and reproduces almost 90% of all solid PANTONE Colors.

COLORPLUS Graphics is a sheetfed, high quality printer specializing in high-end commercial work and fine art reproductions of famous artists. COLORPLUS Graphics uses state-of-the-art equipment and processes in its 38,000 square foot facility, with an annual revenue of \$10-12 million.

Traditionally, achieving a new or distinctive look means the added expense of bump plates and spot colors. "We knew of another company using Hexachrome and getting great results. We looked at other hi-fi color processes, but they didn't make enough of a difference. Comparing Hexachrome to conventional CMYK printing is like night and day. Hexachrome doesn't just add two colors, it replaces all six colors with more vibrant, fluorescent inks. It allows us to offer our clients an economical solution for a result that stands out more – it's more vibrant, more brilliant," said Bishop.

"We selected Hexachrome because it yields beautiful results," enthused Barbara Landa,

production manager at InterCommunications Inc, a marketing communications company serving the real estate development industry. "Hexachrome was the perfect way to go for our brochure for One Palau'ea Bay, an

exclusive community in Hawaii. It gave us vivid color on uncoated stock without losing fidelity. We will continue to use it for upcoming pieces – why turn back? We're sold on it!"

The Hexachrome six-color process allows COLORPLUS to build efficiencies into the manufacturing process. It virtually eliminates the need to break up forms and builds logistical productivity into the press run. "With Hexachrome, we were able to take two- and three-pass projects down to one,

saving time and money," Bishop said. "Our goal is to take printing technology as far as it can go. I wasn't expecting such an extensive color gamut, especially in lithographs."

COLORPLUS Graphics has been educating its customers on the benefits of Hexachrome, and encouraging others to give it a try. "Our customers are ecstatic with the results they're getting, and a lot more are asking for it. Our customer is educated enough to pay extra for Hexachrome because they understand the difference in quality and impact. We exceeded their expectations by quite a bit, so now they're thinking of what else they can do using Hexachrome! Fifteen percent of all our work is Hexachrome now; we're working toward 30-35%.

"Here at COLORPLUS, everyone is prouder. There's a real sense of achievement when our product is so much different and better."

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