Worry-Free Packaging Design and Production

PANTONE®
You put a lot of thought and effort into the colors you use in your packaging design. After all, the right color can sell your product more effectively by up to 85%. So once you wrap up the design phase, production should be smooth sailing, right?

Unfortunately, that's often where the tricky part really begins. The material you choose and the production process used for the job can both have significant, visible effects on the appearance. As a result, the color your produce is not the color you intended. Pair this with coordinating those same colors across different materials and you may find yourself working with a major headache.

Wish there was a way to avoid this hassle and expense? Not to worry. Pantone has the solutions you need to anticipate these shifts – and make corrective adjustments – before they even happen.

Your design intent: Eye-catching color, fun matching sleeves, and a very happy client.

The production reality: Inconsistent color runs, muddy sleeve logos, and a client with a whole lot of questions.
The right color for your product is important. How important? Studies show that the right color can increase brand recognition by up to 87%.

Every solid Pantone Color is the starting point for production across any number of methods and materials, whether you’re producing in solid or process, in print or in plastic.

Select and specify color from the hand-held Formula Guide to choose from a full range of 1,875 inspiring colors. Once you’ve selected your colors, perforated Solid Chips ensure that you and your production partners are communicating in a language that is immediately, unmistakably understood around the world.
PantoneLIVE Design software

Hoping to avoid the disappointment and expense of color shifts on press? PantoneLIVE Design software allows you to make adjustments to your colors before you go into production, avoiding costly, time-consuming reruns.

By previewing how the colors you’ve specified will appear under 28 materials and production processes, you can anticipate where unacceptable color shifts will occur and adjust them before production. You can even preview these color shifts directly in your design file, giving you the ultimate in control and confidence. And with the most up-to-date Pantone Libraries automatically loaded into your Adobe software, you can be certain you’re not missing out on a single color option.
Set color expectations

Pantone Simulator on-demand prints

When you’re ready for the production phase, there’s nothing like a physical color sample to communicate your expectations. **That’s why Pantone developed Simulator prints, enabling you to custom-order sheets of your color**, printed as they will appear using your selected material and method. Precise, on-demand printing allows you to get sheets for your current project or your brand colors quickly – within 24-48 hours.

Pantone Simulators are available with optional peel-and-stick chips, great for communicating your exact color requirements with your printers and managing color expectations internally. You can even order them with a Lighting Indicator sticker to let you know when the light is right for color evaluation.
Trust in Pantone to help you take control of your workflow, every step of the way:

**For Inspiration:**

**Formula Guide and Solid Chips**
- Each features 1,867 spot colors, including 112 new colors released in 2016
- Each color displayed with coordinating color numbers; Formula Guide also includes ink formulations
- Printed on the most commonly specified paper stock weights (100 lb for coated and 80 lb for uncoated)
- Colors arranged in chromatic format, with 112 new colors displayed in the front
- Formula Guide is the most commonly used guide in the world for brand guidelines and spot color printing
- Solid Chips include six individual 1.2” x 0.8” perforated, removable paper chips of every current Pantone Spot Color
- Indexes provides the page location for each color

**For Creation:**

**PantoneLIVE Design software**
- PantoneLIVE Visualizer software enables you to visualize and predict how PMS and private brand colors will change when printed with 28 common materials, print processes, inks, and in different lighting conditions
- Make more informed color decisions earlier in the design process
- Keeps Adobe Creative Cloud design files up to date with color export functionality
- Plug-in for Adobe Illustrator provides access to 4,518 up-to-date Pantone Colors
- See a side-by-side comparison of your design file as it would appear upon output when printed as a PMS Spot Color on 28 common packaging substrates, print processes, and inks
- Easily swap spot colors in their design file to improve production outcomes

**For Production:**

**Pantone Simulator on-demand prints**
- Understand the limits of color achievability across packaging materials before entering the costly production stage
- The most customized, on-demand reference commercially available by Pantone; available within 24-48 hours
- Coated sheet of up to five PMS Colors from any Formula Guide Coated or Pastels Coated Spot Color (excludes Metallics and Neons)
- Select up to five of the 28 most commonly used packaging materials
- Optional sticker format to attach to design files
- Five rows of color per sheet and 7 chips of color per row, measuring 1” x 1-3/8” each
- Each row compares color changes to the PMS master standard for easy comparison
- Manually measured by technician to ensure colors reproduce at the lowest Delta-E possible to our master standards
- Optional D50 Lighting Indicator sticker lets you know when lighting conditions are suitable for color evaluation

---

PANTONE® and other Pantone trademarks are the property of Pantone LLC. PANTONE Colors may not match Pantone-identified standards. Consult current Pantone Color Publications for accurate color. Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated. © Pantone LLC, 2017. All rights reserved.