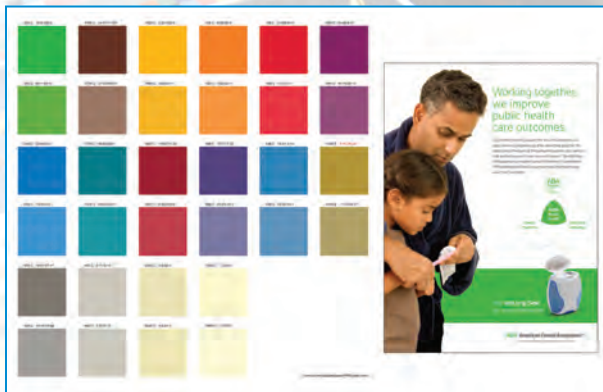


Our Color Management Solution for the American Dental Association

The American Dental Association selected Elk Grove Graphics to develop and execute their color management program. The ADA uses a network of designers and printers to help execute their various marketing and communication collateral and a pallet of five Pantone colors that they use throughout most of their print pieces to gain consistent brand and identity awareness for their Association and Members.

As design software and print technology continues to evolve, developing a color management standard becomes increasingly important. Most of the problems related to matching colors on the press are caused by a wide divergence of equipment, software, workflow and expertise of print service providers. Very recently, Pantone updated their four color process densities to provide designers a much wider color gamut to use, Color Bridge Plus. This new series of colors changed many of their four color process densities thus affecting changes to their logo and brand. For example, Pantone 165 C has a value of 0-59-96-0, whereas Pantone Color Bridge Plus 165 C has the values of 0-68-98-0. This variation needs to be communicated to all designers and printers when executing print projects.

American Dental Associations' Objectives to be met were:



- Setting the standard of using the new Pantone ColorBridge Plus for the design and formulation of all their print collateral.
- Using the G7 certification to bring all digital and sheet-fed presses and proofing devices in compliance with one another and closing the loop from visual appearance to print.
- Printing a catalog of color swatches on uncoated, dull and gloss stocks so all their constituents can match their colors accurately and consistently.

Our team delivered on each of these objectives and also reinforced additional advantages of saving design and production time, maintaining a consistency in their brand and peace of mind that all of their projects will be accurately matched.

We have executed several of these color management standards for our customers and we would enjoy an opportunity to add value to your brand. We understand these challenges and have developed a process of standardization to bring superior color consistency and results across all their print collateral. Please contact your account executive for a complimentary consultation.