


# Opaltone Graphic Solutions

## Print for profit!

 Founded in 1998 in Sydney Australia, Opaltone Graphic Solutions (OGS) are the developers of Opaltone® Seven Color Process™.

The company's mission statement:

*To develop and implement a cost-effective global standard for Seven Color Process reproduction in print.*

OGS currently have distributors in Europe (Opaltone® Europe) and North America (Harper® Corporation of America). OGS patented technology is designed to expand the printable colour gamut with the use of up to seven process colours: CMYK+R'G'B' (' Denotes optional separations).

The concept of overprinting CMYK with additional colours is not new. We've been doing it for years. The term is called 'touch' or 'bump' colour separation. The idea being to add colour saturation and contrast to graphic images rendering more dynamic colour reproductions in print.

In the early 1990s the term 'Hi-Fi Colour' was conceived to better promote the craft of printing with more than four process colours. Until now, the printing industry had no global standard of defining and communicating a colour reproduction system beyond CMYK. For both graphic image and line colour reproduction, today's methods still rely on a hybrid mix of CMYK and random spot colours.

In 1998, OGS recognised the deficiencies in the CMYK and spot colour systems and the growing demand for an alternative solution that would also enable the digital simulation of spot colours in print. A revolutionary breakthrough for the packaging industry was beckoning!

### The Opaltone® solution

Opaltone® Seven Color Process™ is a multi-colour reproduction system that utilises CMYK plus an additional R'G'B' (red, green and blue) ink set. The system delivers an expanded colour range

beyond CMYK and at the same time can reduce your spot colour inventory to just seven cans of ink. This is all achieved by digitally mixing up to seven process colours in the halftone screens (not in the ink can).

This led to the development of the complete OMS™ (Opaltone Matching System) including multi-colour separation software, OMS swatch books and, of course, a standard seven colour process ink set.

### Separation software

OGS patented R'G'B' separation algorithm is deployed via Photoshop®. With the click of a button, the software can separate any source RGB or CMYK file into CMYK + R', G', or B'. The R'G'B' separations are fully integrated which means you can produce jobs in up to five, six or seven colours subject to the design. Unless specified, Opaltone does not modify the original CMYK file.

### OMS™ Swatch Books

OMS digital colour pallets have also been developed for vector-based programs including Freehand®, Illustrator®, Indesign®, QuarkXpress®, ArtPro® and Barco®. Combine these with the OMS swatch books and designers now have a powerful tool for communicating over 2800 digital OMS colours.



### Seven standard inks

Most importantly, OGS have specified a standard seven colour process ink set with auditing controls and colour management that starts in the press room. OGS have redefined the term ICC: Ink Company Compliance. The implementa-



tion of ICC profiles is proving far more effective now a seven colour process ink set has been established. Opaltone has quickly evolved into a complete solution that finally answers the demands of print buyers. Consistent, dynamic colour; cost effectively.

Licensed ink companies benefit by increasing their customer base since the production of only seven process colours yields many internal benefits and cost savings that can be passed onto their valued customers. For the printer, ink inventory is also slashed with the removal of literally thousands of spot colours.

### A cost-effective choice

Finally print buyers and converters now have a cost-effective choice to aid in slashing production costs. Shorter make-ready times and reduce material waste. No need to wash up dedicated Opaltone print stations. Just change the plates (or gravure cylinders) and you're on your way. All colour correction is now made upstream in prepress and verified via the final contract proof.

### Opaltone® membership

All Opaltone members are listed on the official Opaltone website making the choice easy for print buyers, designers, prepress, printers and ink companies to network with fellow Opaltone members.

OGS have designed a seven colour process reproduction system that is truly 'colour managed'. Since surely colour management must start in the pressroom with a controlled ink set and predictable colour choices and tolerances. ■

For more information on how to Join the Color Revolution™ please visit their website at [www.opaltone.com](http://www.opaltone.com)