



color quality control from start to finish

Package Printing Solutions

Because brand recognition and integrity depend on packaging, customers demand consistency from their package printers. To ensure consistent color-quality control, package printers around the world rely on X-Rite.



X-Rite color management solutions throughout the package printing workflow

Hundreds of package printers worldwide count on X-Rite's color management tools to give them greater consistency and efficiency at every stage of the printing process.

X-Rite has developed a long-term market strategy for the graphic arts, addressing workflow challenges within each distinct step of the process: create, prepare and execute. X-Rite will produce superior color measurement tools that enable improved color results with minimal investments and maximum efficiency. We call this Streamlined Color Management.™

Characteristics of Streamlined Color Management solutions include:

- Faster operation
- Smarter systems
- Universal application
- Integrated solutions
- Easier to use
- Fewer steps



X-RiteColor® Ensemble Color control from monitor to digital proof

X-RiteColor Ensembles combine critical color management software with technology, service and support to ensure consistency throughout the design/prepress workflow. Each Ensemble includes Monaco color management software, the MonacoOPTIX^{RS} system for monitor calibration and the X-Rite Autoscan Spectrophotometer (DTP41).

MonacoOPTIX^{RS}

Ensure accurate and consistent on-screen color throughout the digital workflow with precision calibration for LCD and CRT displays. MonacoOPTIX^{RS} combines a state-of-the-art colorimeter with intuitive and powerful Monaco color software.

DTP41 Autoscan Spectrophotometer

The DTP41 Autoscan Spectrophotometer's single-button operation and automation ensure accurate and consistent output from your imaging system. The DTP41 is fast—measuring 480 color patches in less than five minutes.

MonacoPROFILER

MonacoPROFILER software creates and edits high-quality profiles and delivers accurate color results from multiple spot colors or CMYK.

Key benefits include:

- Produces precise digital proofs that accurately represent final press output
- Synchronizes color accuracy throughout pre-press workflows with monitor, proof, and press color management
- Provides full support for multi-ink profiles that yield fast, accurate color using the spot colors you select



MonacoQCcolor™ Proof Verification Software

X-Rite MonacoQCcolor enables printers, graphics pro-fessionals, photographers and others to manage and analyze proof quality of local and remote proofing systems.

MonacoQCcolor proofing system can easily verify that the color bar on a proof is a match to the standard stored in the MonacoQCcolor database. Each measured color is graded Pass/Fail, based on user-defined tolerances.

Key benefits include:

- Ensures the highest color fidelity across multiple locations and printing workflows prior to final production or final approvals
- Applies corrections to proofs in real-time for faster job turn around

ColorShop™ X

Color and Profile Analysis Tool

ColorShop X combines color and profile analysis software solutions into a single package for Macintosh OS X or Windows users. Designers, digital photographers or pre-press specialists can rely on ColorShop X.

Key benefits include:

- Production of detailed color data (colorimetric or spectral)
- Editing of profiles
- Creation of grayscale, rich black and device link profiles
- Creation and management of NCPs (named color profiles)
- Access to and management of color libraries including PANTONE®



FlexoDot

Portable Dot Meter for Flexographic Plates and Film

Based on the award-winning range of X-RiteDot™ meters for commercial printing, FlexoDot brings the ability to measure exact dot sizes and screen rulings on CTP and conventional flexo printing plates. FlexoDot is the most accurate method of measuring flexo plates, due to a unique, proprietary reflective technology.

Key benefits include:

- Accurately calibrate plate-making systems, both film-based and CTP
- Uncover and resolve plate problems before they are mounted and sent to press
- Check test forms, color tints, and live images directly on the plate surface

Film Densitometers

To test incoming films, control your film-setting process, and even calibrate your halftone film imaging device, rely on the X-Rite 361T Transmission Densitometer or the 341 Portable Transmission Densitometer for accuracy and repeatability.



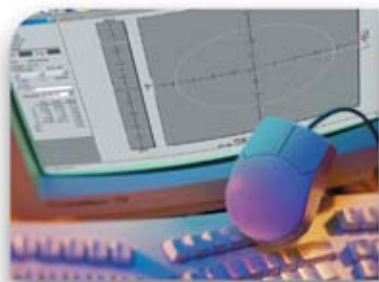
Key benefits include:

- Maintains consistent quality of film and eliminates quality problems prior to costly plating or printing operations

PREPARE

EXECUTE

5 Prepare Files 6 Final Proof 7 Make Plates 8 Set Up Press 9 Run Job 10 Finish/Fulfill



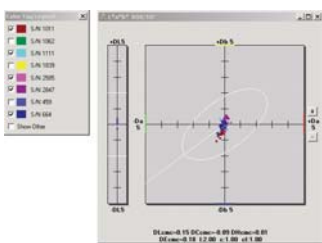
X-RiteColor® Master Systems

Accurate Color from Drawdown to Delivery



The X-RiteColor Master System complements X-Rite color measurement products by identifying client color, ink color formulation or adjustment, and assuring color quality on press. Networking, data sharing, and reporting capabilities improve efficiency and reduce miscommunication across the extended workflow of clients, suppliers, and production teams.

With X-RiteColor Master Web Edition you can work in a server-based computing environment where all color data files reside on a central server rather than on user PCs. Users in different production locations can accurately communicate, formulate and assure color using a simple web browser.



Key benefits include:

- Minimize start-up time on reprints by re-calling color data from previous print runs
- Create custom reports using Excel
- Improve profitability and pricing by reducing waste and eliminate production delays due to off-shade inks
- Save leftover material in your database for reuse and workoff

Hand-held Color Measurement Solutions

500 Series Color Reflection Spectrodensitometer

The 500 Series is the only full line of portable densitometers equipped with spectral engines, the most accurate type of measurement engine available today. With multi-site agreement and unrivaled durability, they improve your color results at every step of the package printing process. The 500 Series is offered in a variety of aperture sizes. Models are available that measure density, color, and spectral data, and have the capacity to store color standards and formulas.

Key benefits include:

- Smart user interface
- Ergonomic, rugged design
- Small and microspot aperture size options for tight measurement areas
- PANTONE® Digital Color Libraries available on some models



939 Color Reflection Spectrodensitometer

The X-Rite 939 is the industry's premier portable instrument for accurate color measurement. The 939 excels in multi-site or multi-party applications, assuring accurate color communication and minimizing off-color production and re-work.

Key benefits include:

- Industry leading inter-instrument agreement
- Precise ink and substrate color measurement, minimizing press room problems
- On-board storage for thousands of colors, supporting fast color decisions

AcuGloss™

Ensure Uniform Gloss Appearance of Most Any Surface

Not only is AcuGloss the leader in precision and performance, it is also convenient, portable, lightweight and easy to operate. Calibration is fast and simple with the one step calibration procedure and picking functions with the options scroll-wheel is easy—just spin and depress to select any function.

Key benefits include:

- Accuracy that produces confidence in on-press over-print coating levels, yielding consistent printed appearance
- Convenient, portable, lightweight and easy to operate anywhere in plant or at the customer site

Auto-Tracking Spectrophotometer

Complete color quality control in less than 20 seconds

ATS is the only scanning system available flexible enough to measure process colors, special colors, and substrate attributes. Press crews can count on ATS to maintain customers' critical colors.



Key benefits include:

- Improved productivity with faster setup and precise, accurate data in as little as 20 seconds
- Reduced ink and paper waste with shorter make-readies
- Simple, graphical views for press operators
- Special color and process color capability for use on most any packaging configuration

streamlined color management™



"We count on X-Rite's solutions for quicker make-ready, providing the press operator with the critical tools needed to get up to color more quickly. This of course means less time on the press that Hershey has to pay for." — Chris Kemble, Hershey Foods Corporation



"The X-Rite people came in and worked with us on the press and in the classroom. By the time they left, I was completely comfortable with the ATS. Six months later it's like a right hand to me. Every printer should have one of these. I wouldn't want to run a press without one." — Rick Ballard, Plant Supervisor, AGI Media Packaging

Complete Customer Service, Support, and Training

X-Rite leads the market in service, providing phone/web/e-mail support, instrument recertification, and flat-rate service contracts, as well as hands-on training classes worldwide.

Invest in Color Quality

Greater consistency and efficiency directly benefit the bottom line for you and your customers. Higher quality means less waste and rework.

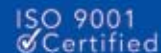
Build Brand Equity

Over the years, **Hershey** has built its outstanding brand equity on the consistency of its distinctive packaging color.

AGI is located in Grover, North Carolina, and is a global provider of package printing services.



xrite.com



X-RITE WORLD HEADQUARTERS
Grandville, Michigan USA
(616) 534-7663
(800) 248-9748
FAX (616) 534-8960

X-RITE LATIN AMERICA
Hollywood, Florida
USA
954-927-4979
FAX 954-927-4979

X-RITE LTD.
Poynton, Cheshire
United Kingdom
44 (0) 1625 871100
FAX 44 (0) 1625 871444

X-RITE MÉDITERRANÉE
Massy, France
33 1-6953-6620
FAX 33 1-6953-0052

X-RITE IbÉRICA
Barcelona, Spain
34 93 567 70 73
FAX 34 93 567 70 78

X-RITE ITALY S.R.L.
Origgio (VA), Italy
(39) 02-967-34266
FAX (39) 02-967-30681

X-RITE GmbH
Köln, Germany
(49) 2203-91450
FAX (49) 2203-914519

Vyskov, Czech Republic
(00) 420 517-320-331
FAX (00) 420 517-320-335

**X-RITE INTERNATIONAL
TRADING LIMITED**
Shanghai, PR China
86-21-6427-2426
FAX 86-21-6427-5816

X-RITE ASIA PACIFIC LTD.
Quarry Bay, Hong Kong
(852) 2-568-6283
FAX (852) 2-885-8610

X-RITE K.K.
Tokyo, Japan
81-3-5439-5971
FAX 81-3-5439-5972

INFORMATION PROVIDED IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY AND/OR FITNESS FOR A PARTICULAR PURPOSE. The user assumes the entire risk as to the accuracy and the use of this information. All text must be copied without modification and all pages must be included. All components of this information must be distributed together. This information may

not be distributed for profit. © X-Rite, Incorporated 2004. X-Rite® is a registered trademark of X-Rite, Incorporated. Other brand and product names are trademarks of their respective holders. All trademarks may be registered in the United States and/or other countries. Product design and specifications subject to change without notice.