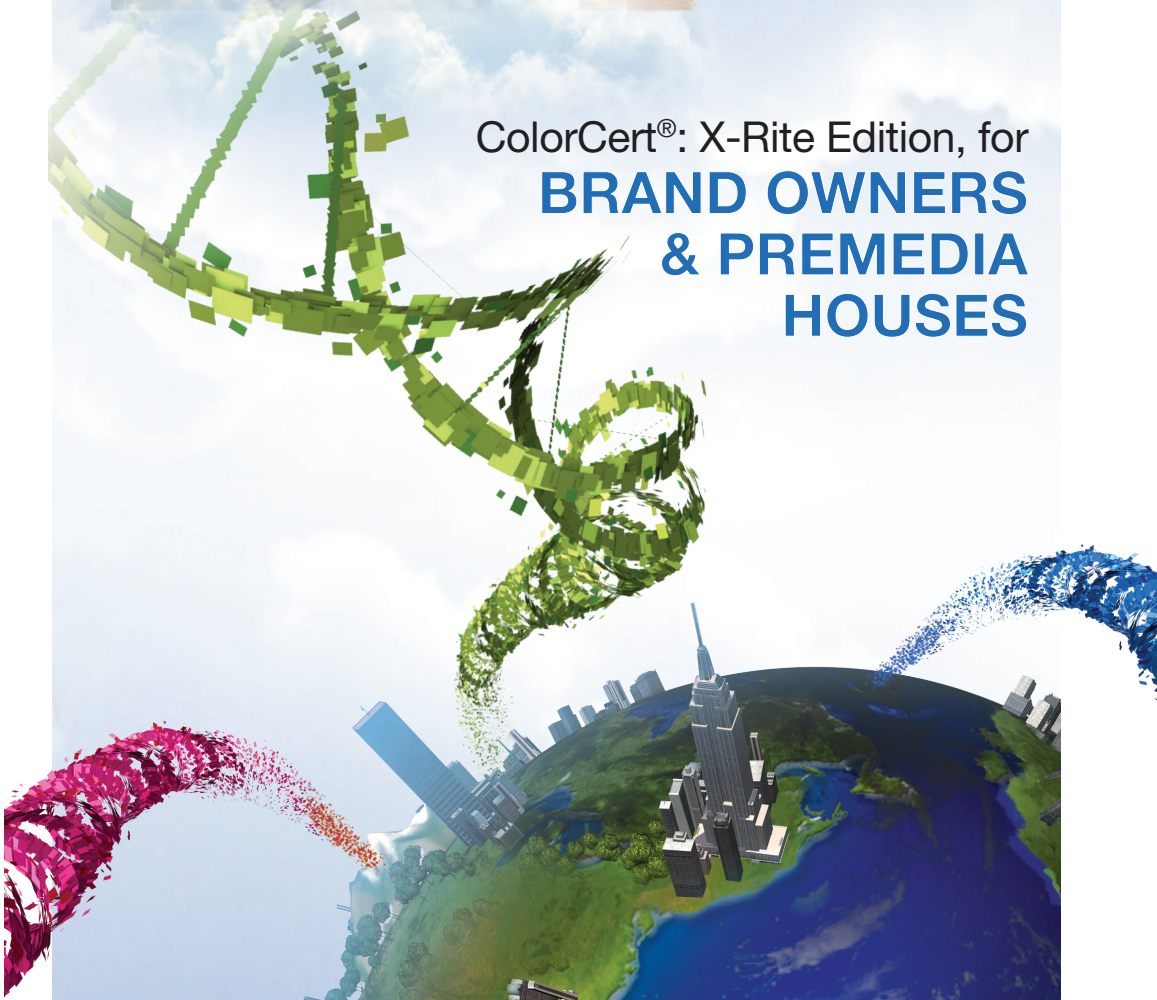




ColorCert®: X-Rite Edition, for
**BRAND OWNERS
& PREMEDIA
HOUSES**





Closed-Loop Color Control Across the Entire Global Supply Chain

Ensuring accurate, consistent color across a complex global supply chain can be a challenge. Gaining timely and consistent information that allows brand owners to monitor color performance during the production process is difficult and can result in rejection of finished product, an expensive and time-consuming proposition. In addition, it can be difficult for brand owners, procurement or their premedia suppliers to quickly and easily contrast and compare supplier quality. But this challenge has just become less complicated. ColorCert®: X-Rite Edition is a cloud-based standards-compliant solution that closes the loop for exceptional color management from the comfort of your office. ColorCert® delivers statistical process control for monitoring a large and diverse supply chain.

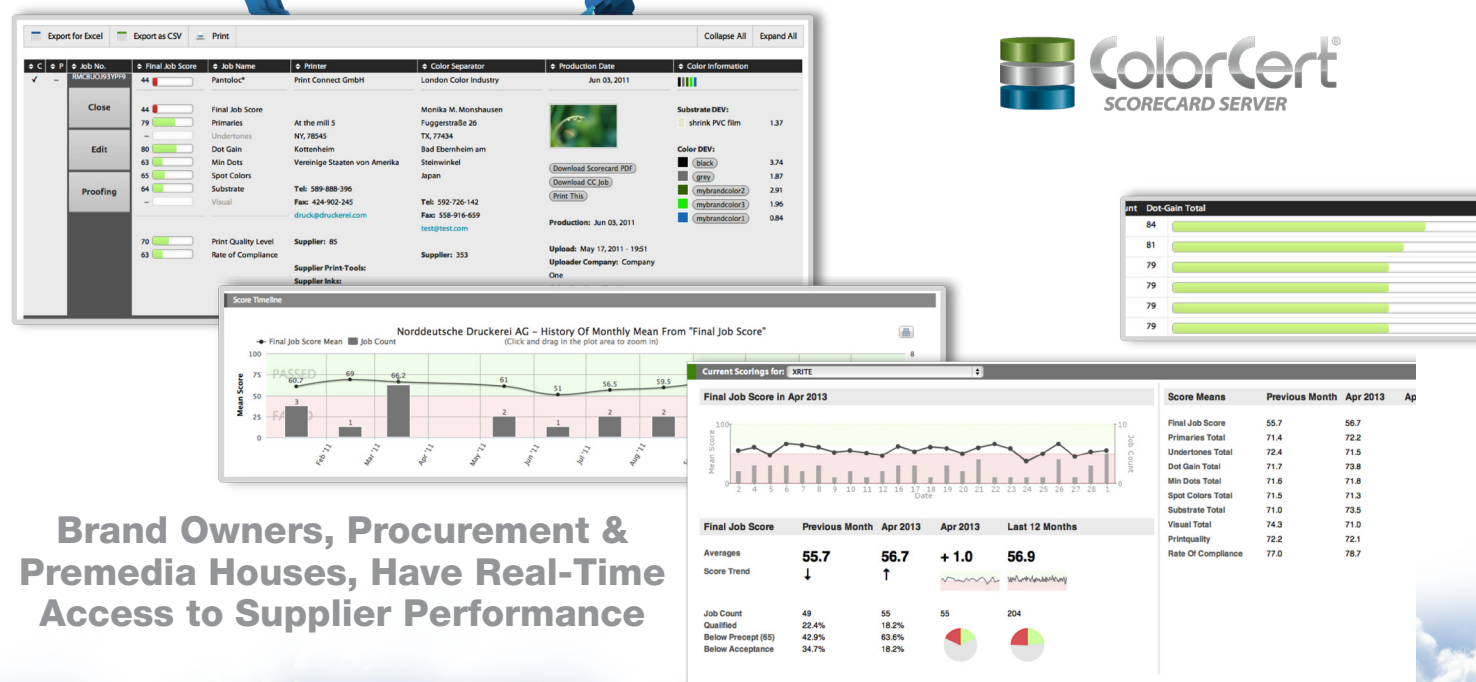
Intuitive Dashboard View of Production

With a stable of suppliers, it is often difficult to determine who is performing to expectations on a consistent basis. ColorCert provides procurement and brand owners with a convenient dashboard, presenting supplier scorecards for monitoring the production process across the supply chain. Supplier results are fed into the scorecard and are accessible in real time. Suppliers who use X-Rite eXact spectrophotometers and other supported devices to monitor color quality can quickly, easily and automatically upload measurement results for brand owner review. This data is then presented in an easy-to-understand dashboard giving brand owners an integrated view of color quality throughout the global supply chain.

Consistency Across Packaging Substrates with PantoneLIVE™ Integration

PantoneLIVE is a cloud-based solution that enables the universal PANTONE™ Color language to be accurately communicated across the entire supply chain – from concept design to product on shelves. Precise spectral definitions for each color and substrate are organized in a secure cloud-based ecosystem accessible by all authorized stakeholders across the global supply chain. Brand integrity and design intent are assured, regardless of print surfaces, production processes, technologies, skill sets, people or geography. Be confident that the color that is defined in the office is produced during manufacturing of packaging and other printed materials.

By incorporating ColorCert into the PantoneLIVE™ workflow, brand owners have a complete, end-to-end closed-loop solution for enabling that color is right the first time, right every time, regardless of producer, technology, substrate or geography.



Brand Owners, Procurement & Premedia Houses, Have Real-Time Access to Supplier Performance

Define and Control Color Standards

Use ColorCert Master to incorporate PantoneLIVE standards in your color specifications that encompass many aspects of print quality, including the definition of tolerances and equations. ColorCert jobs can be shared with print suppliers who can use ColorCert to evaluate and report production performance back to you.

Better Together

By working with X-Rite Pantone expertise and leveraging PantoneLIVE and ColorCert solutions within the supply chain, brand owners will benefit from:

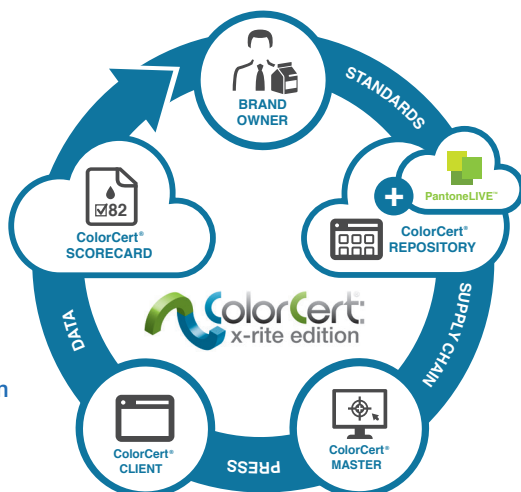
- **Consistent color communication** with the highest quality across the entire supply chain
- **Assurance that brand and spot colors** are properly represented in the marketplace regardless of substrate or printing technology
- **A secure environment accessible** only by authorized stakeholders
- **A dashboard for monitoring, measuring and comparing** supplier performance
- **A closed loop color management system** that provides real time feedback

In many cases, brand owners have been able to proceed through the development and production process with a digitized color definition workflow, limiting the need for hard-copy proofs, or with a reduced need for these costly and time-consuming physical manifestations of the final product. It also means that on-site press checks are rarely required anymore, removing another element of time and cost from the process.

Esko and X-Rite

Esko's presence and expertise in the packaging industry is enhanced by close collaboration with its sister company, X-Rite Pantone. Together, we act as a force multiplier in bringing accuracy, efficiency and productivity to the entire packaging supply chain.

In addition, as an early preferred partner in PantoneLIVE™, Esko enhances its leadership position and value to customers by providing access to an online spectral database for brand colors that ensures complete color accuracy regardless of medium, printing technology or geographic location.



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