MaxColor

Colour conversion for the Packaging industry

MaxColor is an award-winning set of colour conversion tools which has been specifically developed to meet the requirements of the Packaging sector.
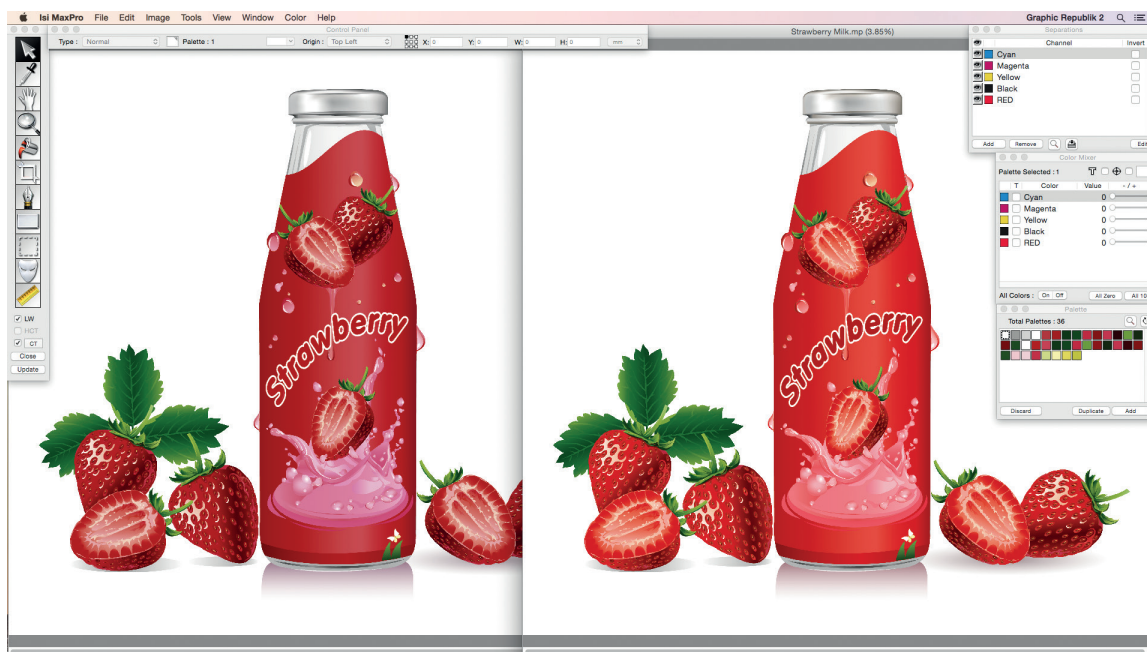
It allows users to automatically convert CMYK or RGB image and text files into Multi-Colour channel separations.

MaxColor includes a comprehensive tool kit which allows for post conversion adjustments to be made globally or selectively, whilst a dedicated monitor calibration system faithfully shows on-screen how these spot colour channels will appear on press.

Multi-Colour shades or individual spot colours which may represent brand colours can be entered into MaxColor via pre-defined libraries or spectro data.

Once ink values have been established, MaxColor generates colour filters which analyze the relationship between each individual colour and calculates the overlap appearance when the colours are combined.
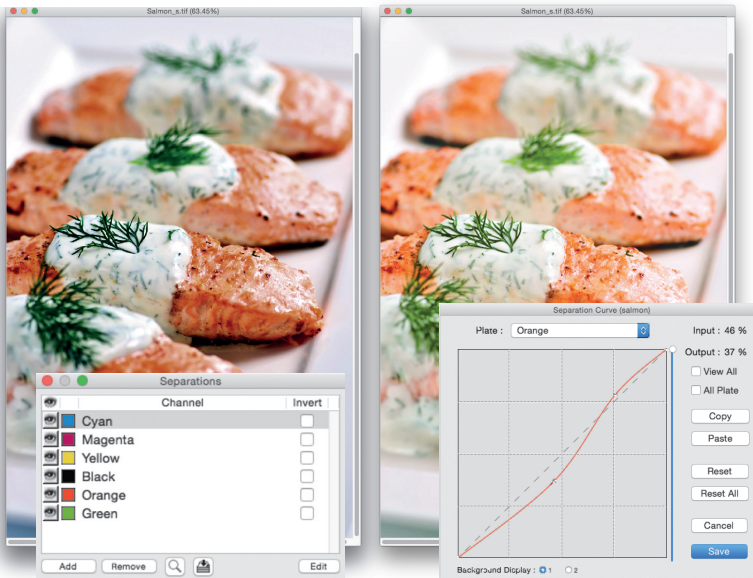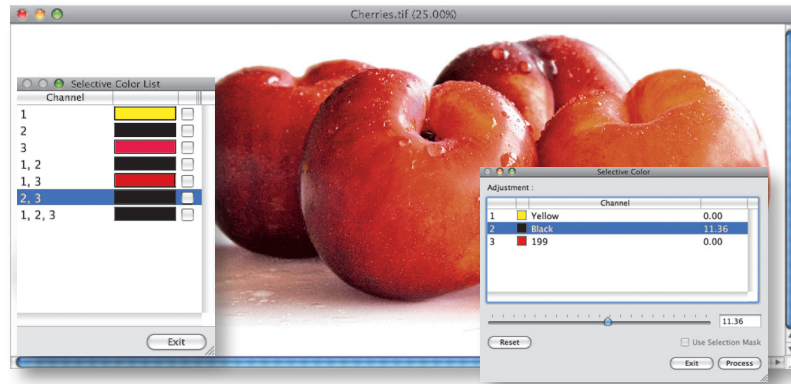
The resultant print uses less ink, with more vibrant colours and a better quality registration whether printing Digital, Flexo, UV Offset or Gravure.

Color editing

MaxColor helps Brand owners, Prepress houses and Printers take advantage of the benefits associated with printing with Multi Colour or Expanded Colour Gamuts.

The inclusion of additional spot colours in packaging designs brings multiple benefits. When used in images, spot colours help deliver a more visually vibrant, on-shelf product compared to a traditional CMYK ink set. They also allow for the generation of unique colour separations which are almost impossible to replicate.

Conventional image editing applications rely upon RGB or CMYK icc profiles to render images on-screen. However, when using spot colours in images, these profiles produce misleading results as they are unable to accurately show how spot colours interact with other separations.

MaxColor has it's own specially designed monitor calibration system which addresses these shortcomings, allowing operators to see on screen how the image will appear once printed.

Input formats

● RGB/CMYK Tiff

● PostScript Level 1, 2 & 3

● PDF 1.1 - 1.7

● PDF/X-1a:2001
   PDF/X-3:2002/3 /X-4 &/X-4p

● DCS, DCS2, EPS

The 2012 FlexoTech
International Print & Innovations Awards

Innovation in PrePress Winner 2011

System requirements

● Running on Mac OS 10.8 and above, MaxColor is optimized for Quad Core or 6 Core Intel processors.

● Recommended hardware (minimum) - 8GB RAM, 200GB spare hd capacity, 100 Base T Ethernet.

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