

Metallic Effects Made Easy



Geographics holds a Premier license to print the MetalFX® process. This note explains the process and its benefits. MetalFX Technology is a process and spot metallic color system that makes it possible to print millions of metallic colors by adding one MetalFX gold or silver ink to the usual CMYK process colors.

MetalFX works on the basis that CMYK inks are transparent. So, when printed over the special MFX gold or silver ink, the metallic luster will show through, creating the illusion of unlimited metallic colors. This licensed technology has great benefits to the client, the designer and the printer.

For the Client

MetalFX will make your project stand out from the crowd. For packaging, covers, brochures—anywhere you want to add impact. You are sure to appreciate the color accuracy, consistency and excellent value. Only one MFX ink is added to produce as many metallic colors as you need. Geographics can print the MFX process on paper, board and plastic, so the design possibilities are nearly unlimited.

For the Designer

Gain the freedom to design eye-catching metallic effects at modest costs. MFX isn't just a precise spot color system. You can easily integrate metallic colors into photographs. Work from a

palette of more than 100 million colors. With MFX you get the exact colors you want, time after time.

The MetalFX swatch book, and software plug-ins for common programs such as Adobe Photoshop®, Illustrator®, Artpro®, Indesign®, Macromedia Freehand® and Quark_Xpress® make it easy to integrate MFX into your design process. Proofs made on the special MFX base give you a new level of predictability and control for metallic colors.

For the Printer

The MetalFX inks offer outstanding purity and luster to produce clean bright metallic colors. Metallic colors can be accurately represented on a proof, and then accurately controlled on press. Colors will match run after run

The number of metallic colors printed in a single pass is not limited to the number of available units; only one additional unit is required for gold or silver ink. MetalFX doesn't require mixing special inks, so waste is reduced and long lead time are not necessary.

For the Environment

MetalFX technology is efficient. No ink is wasted. Geographics prints MetalFX using UV cured inks that release almost zero VOC's.