

## **MetalFX<sup>®</sup> Reinvents the Colour Wheel**

**MetalFX<sup>®</sup> is a new design and print technology that is revolutionising the printing of metallic colours worldwide. Through MetalFX<sup>®</sup>, printers can offer their clients an unlimited amount of metallic colours from a choice of thousands, all by using only five inks – the usual CMYK set, and the MetalFX<sup>®</sup> base silver ink.**

### **MetalFX<sup>®</sup> Explained**

MetalFX<sup>®</sup> is a complete system that flows all the way through the print chain: from design, through repro and onto print. It accurately overprints values of CMYK on top of the special high lustre MFX<sup>®</sup> silver ink, giving the ultimate choice in metallic colours to create measurable, reproducible metallic colours. Any amount of these metallics can then be incorporated at the design stage, creating some outstanding metallic effects, and then printed in one single pass of a 5-colour printing press.

MetalFX<sup>®</sup> is easy for printers, inspiring to designers and economical to brand owners.

### **Breaking Metallic Tradition**

Previously, if a client required more than one metallic colour in their job, the corresponding amount of special colour inks would have to take up an extra colour pass each (one for gold, one for silver, one for metallic blue and so on). Due to the added expense, printers would often have to compromise or disappoint clients that wanted to use more multiple metallic colours.

Printers can therefore use MetalFX<sup>®</sup> as a unique selling point to leading brand owners, who can save money whilst also achieving ground-breaking results.

## **Sparkling Results**

In order for the MetalFX<sup>®</sup> to control its use worldwide, printers must first apply for the MetalFX<sup>®</sup> Licence before they can use the technique. After running a print trial with the technology, licensed printers are given everything they need to accurately reproduce the MetalFX<sup>®</sup> colour palette and special effects. The licence package includes MetalFX<sup>®</sup> Design Kits, containing software compatible with all major design platforms, the MetalFX<sup>®</sup> swatch book, packaging target cards, and MetalFX<sup>®</sup> User Guide. Licensed printers are also given full technical support, and exposure on the [www.metal-fx.com](http://www.metal-fx.com) search engine. The number of printers worldwide that appear online increases weekly.

## **Adding Shine to Design**

From a design perspective, MetalFX<sup>®</sup> offers a new level of creative freedom. MetalFX<sup>®</sup> This can achieve visually stunning SpecialFX<sup>™</sup>. These include LiteFX<sup>™</sup> and HoloFX<sup>™</sup>.

HoloFX<sup>™</sup>, for example, uses different levels of metallic colour, making text or images disappear and reappear as the light hits them. This effect is proving highly popular with the packaging sector – it is perfect for grabbing the attention of customers passing a product on the supermarket shelf. Everything a designer needs to create LiteFX<sup>™</sup>, HoloFX<sup>™</sup> and the other SpecialFX<sup>™</sup> is present in the MetalFX<sup>®</sup> Kit.

## **Perfect For Print**

A printer offering MetalFX<sup>®</sup> Technology will be able to use it as a unique selling point to a wide variety of end users. Examples include greetings cards, magazines, all types of packaging, brochures and security printing. MetalFX<sup>®</sup> can make such products look more exciting, luxurious and special, all for the economical price of one extra ink.

MetalFX<sup>®</sup> is also possible through any printing process, including offset, flexo, gravure and UV. So long as you have the ability to print a silver, and then CMYK, then you can print in MetalFX<sup>®</sup>.

## **Turning the World Metallic**

The nature of MetalFX<sup>®</sup> means that it is likely to make all other spot metallic colour systems obsolete. This is why, after only just over two years in existence, the technology has attracted massive interest from all over the world. The technology already has worldwide distribution and has won numerous awards for technical innovation.

As well as national awards, such as the *BPIF Supplier of the Year 2002*, and *The National Business Awards 'Innovation of the Year' 2003*, MetalFX<sup>®</sup> has also won awards for its marketing to other world areas, such as the *Asia Pacific Award for Marketing 2004*, the *EFTA (European Flexographic Technology) Gold Award for Outstanding Innovation of the Year 2004*, the *Asia Pacific Award for Marketing Campaign of the Year 2004*, the *BPIF Award for Marketing Excellence 2004* and the *2004 Award for Innovative Export from the International Business Awards*.

The firm continues to be innovative, with new colour ranges planned for the future, as well as more exhibitions to follow this year's highly successful Print 05 show in Chicago, where a new gold base ink was previewed.

### **Contact**

To find out more about MetalFX<sup>®</sup>, visit [www.metal-fx.com](http://www.metal-fx.com), or e-mail [info@metal-fx.com](mailto:info@metal-fx.com).