



the only process metallic colour system

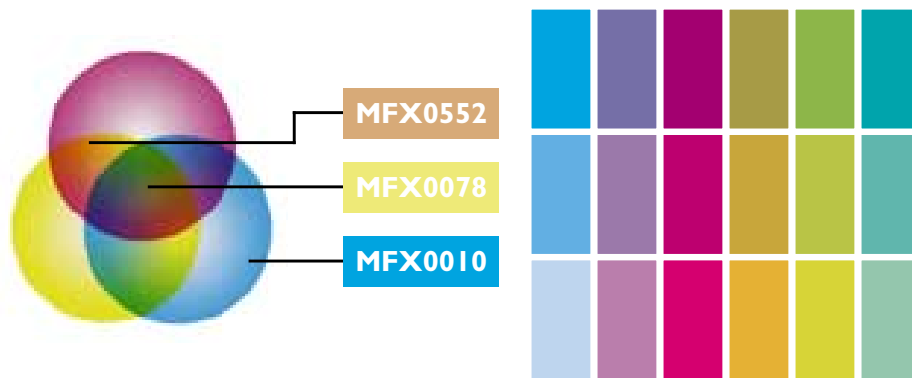


What is MetalFX®?

MetalFX® Explained

MetalFX® Technology is a revolutionary printing process that can be used to produce hundreds of metallic colours in one pass of a five-colour press (or two runs of a four colour press). This enables an unlimited choice of metallic colours, without the expense of multiple spot inks.

The MetalFX® process metallic colour system requires only one extra ink. The MetalFX® Base silver ink is the first colour to be used on the press, with CMYK values then overprinted in the usual manner. The transparency of the CMYK allows the high lustre MetalFX® Base silver ink to shine through, creating a whole new spectrum of vibrant metallics.



MetalFX® colours encompass the entire colour spectrum, creating 104 million metallics.

MetalFX® is integrated throughout the production process, making the technology inspiring to designers, economical for brand owners and easy for printers. Metallics are no longer a high-end luxury, they are an integral part of the print world. With MetalFX®, metallics are going mainstream.



Technical advantages

Save time!

- Produce the full MetalFX® range at high-speed
- MetalFX® colours take less time to cure than traditional metallics
- Outstanding results mean no need for a double hit

Save money!

- No need to invest in spot metallic inks for one-off jobs
- No wasted ink: simply save the MetalFX® Base for your next job
- MetalFX® is a cost effective alternative to expensive foil-laminated substrates

Improve performance!

- MetalFX® inks have an increased tack level, meaning better trapping and less rub-off
- The overprinted CMYK acts as a sealer, reducing the need for a sealer varnish
- MetalFX® colours can be accurately calculated and colours will match every time

Designing with MetalFX®

Adding Shine to Design

MetalFX® allows graphic designers to practice their art like never before. For the first time, designers have the creative freedom to use as many metallic colours as desired on packaging, advertising and other printed media.



HUNDREDS OF METALLIC CHOICES... ONE METALFX® KIT

The MetalFX® Design Kit enables designers to add colour dimension and impact by integrating hundreds of metallic colours and SpecialFX™ into artwork, in the knowledge that they can then be printed easily and economically using only five inks.

**“Take your artwork to another level
... Unparalleled metallic effects!”**



(Computer Arts kit review)



The MFX® Design Kit contains a MFX® Swatch book with 615 metallic colours, printed with Standard and Premium Base silver ink. The kit also includes a MFX® Software CD, which is compatible with both Mac and PC. The software consists of Action Sets for Adobe Photoshop® and MFX® Colour Palette plugins, compatible with Illustrator®, QuarkXpress™, Photoshop® and all other industry standard software.



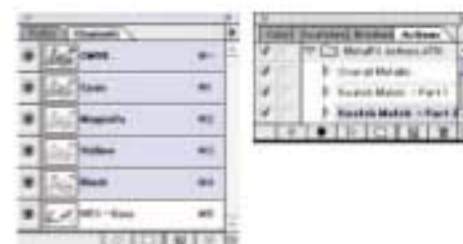
Colour Values

The MetalFX® **Swatch Match** action is the simplest way of creating a MetalFX® Base channel and changing the colour values within photographic imagery.



Compatible with Adobe Photoshop®, the plugin consists of two simple steps, which creates a MetalFX® Base channel and then changes the colour of the desired area to match a MetalFX® swatch colour.

Image (A) is the original image, with no metallic channel.



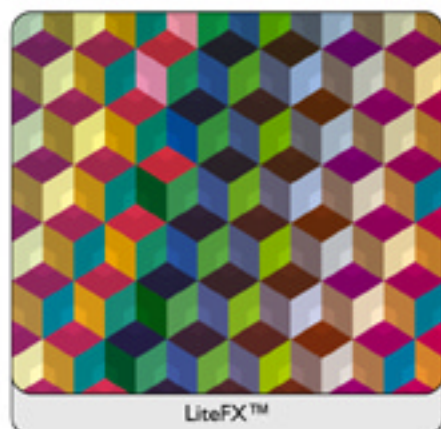
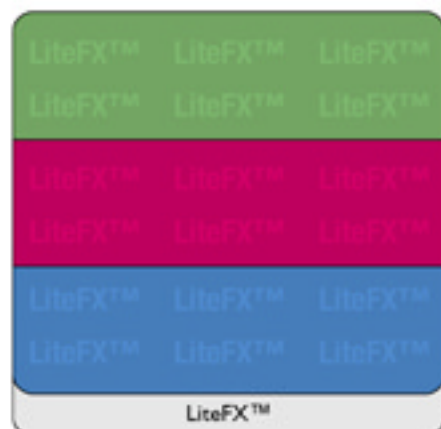
Designing with MetalFX®

SpecialFX™

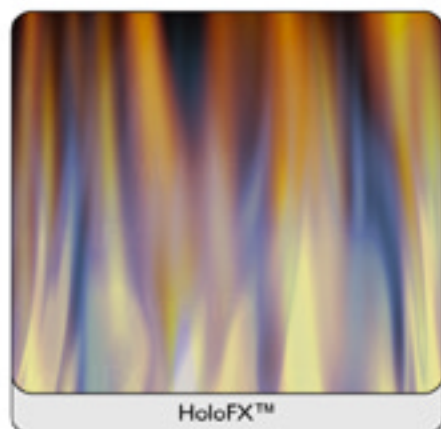
With MetalFX®, stunning visual features can be created. These can be easily achieved with the MFX® software.



SecurityFX™ is useful for vouchers, security labels, packaging and credit cards. With the combination of metallic LiteFX™ and HoloFX™ it is almost impossible to reproduce without the original artwork.



LiteFX™ makes a selective area of artwork appear to change colour. This technique can be used to make messages and areas stand out, creating movement on the printed page.



HoloFX™ is used to make words and images seem to appear and disappear when moved under light. By using varied levels of MFX® Base silver, HoloFX™ has vast potential in the areas of packaging and security print, where subliminal and hidden metallic elements can be used.

Visualise Your Creativity Onscreen

MetalFX® have incorporated an amazing new print finish visualizer system into its range of products. PrintDevizor is the only software of its kind. On a Mac or PC you can realistically view standard print, special inks and decorative finishes (foils, glitter, embossing etc.) onscreen in 3D environments with true lighting conditions.

The **MetalFX® PrintDevizor** is an invaluable tool for anyone who specifies, creates or sells anything using print effects and finishes. The tool demonstrates the appearance of your metallic artwork when printed. View HoloFX™ and LiteFX™ on a range of substrates just by using a MetalFX® image from standard creative software, such as Photoshop®.

The **MetalFX® PrintDevizor** is a fantastic way to get your print ideas across in pitches, presentations, websites and emails. You can use it to create complex print models in just minutes, viewing your creations from different angles and lighting conditions. It is then possible to output high resolution images, animations and interactive QuickTime VR views to communicate your ideas more effectively than ever before.

NEW
BUY NOW

For more information on the **MetalFX® PrintDevizor** please call MetalFX® Technology on +44 (0)1943 884888 or contact a MetalFX® distributor.



A MetalFX® package created onscreen showing metallic, instore visual representation and spot UV varnish.



A MetalFX® magazine cover brought to life onscreen.

Proofing MetalFX®

Mastering Metallics

MetalFX® revolutionises the proofing of metallics. For the first time, the full spectrum of metallic colours can be proofed - all at the same time.

Before MetalFX®, proofing had always been a problem with metallic colours, often necessitating the need for outputting films and creating cromalin proofs or wet proofing. MetalFX® has turned this around. It is now possible to produce realistic metallic visuals using desktop proofers. MetalFX® utilises the best digital proofing systems to accurately represent the effects you would get on press.

The Kodak First Check Desktop proofer and Kodak Approval B2 proofing devices are able to create all colours in the MetalFX® spectrum.

These proofing devices can be ICC profiled with colours from the MetalFX® swatch book, giving accurate proofed results of all colours in the colour guide. So now metallics can be achieved from proof to press - and accurately controlled in a cost effective manner.

Technical advantages

- Produce realistic colour visuals and mock-ups
- Print on to a variety of substrates/final print stock
- Thermal dry printing technology using pigmented ribbons
- Easily check the integrity of each file well in advance of platemaking, so cutting your waste, reducing costs and boosting productivity

MetalFX® Compatible Proofing Systems:

- Kodak First Check - desktop concept proofer A3+
- Kodak Approval - B2
- Latran Prediction®
- DuPont® Cromalin® - powder or laminate based
- PrintDevizor (see page 9)
- Wet Proofing
- OKI DP-7000
- Creo™ Spectrum™
- Fuji Finalproof



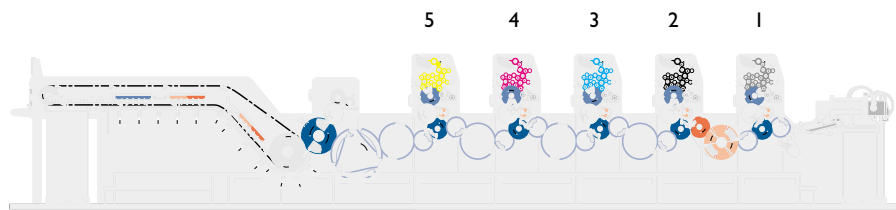
MetalFX® are always looking into new ways of proofing the technology. Please keep checking our website for further developments.
www.metal-fx.com

Printing MetalFX®

The MetalFX® Printing Process

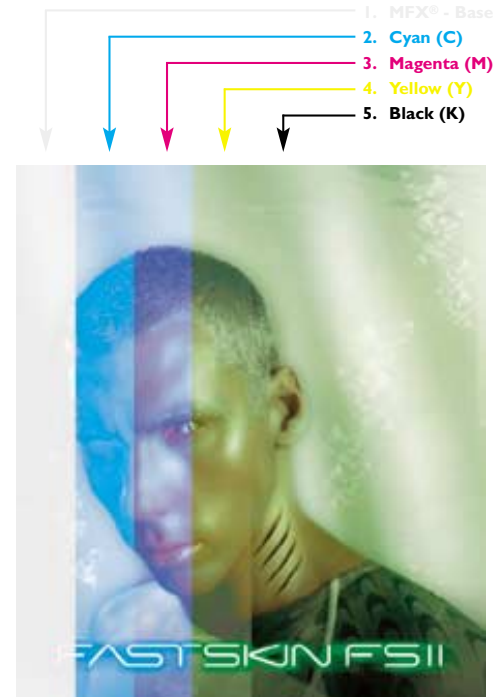
MetalFX® Licensed Printers have exclusive access to this new metallic colour spectrum. The system has been developed for ease of implementation into any printer's organisation. All that is required is the MetalFX® Licence Package and the ability to print five colours.

Printing MetalFX® is very simple. MetalFX® Base silver ink is always layed down first on the press, followed by the CMYK inks.



* MFX® Base gold will be launched in 2005 extending the colour gamut of available MFX® colourways.

Printing processes for MetalFX® Technology:



This image shows the 5 MetalFX® channels; MFX® Base silver, cyan, magenta, yellow and black

Technical advantages

- Unlimited metallics for the cost of only one additional spot colour
- Colour consistency from press to swatch books
- Reduced waste
- Increased tack between silver and CMYK means better colour trapping
- CMYK when overprinted on top of the MetalFX® silver acts as a sealer to the metallic
- Reducing the need for waterbased and UV sealers
- Spot 'on demand' silver printing - cost effective alternative to foil papers and boards



Speedo FSII Posters

Printed under licence by Loudwater Limited. www.loudwater.co.uk



Sideshow Greeting Cards published by Happy Snaps

www.happy-snaps.co.uk

Printed under licence by Wincanton Print. www.wincanton-print.com



Shark Tale Cake Box

Printed under licence by Fine Colour Packaging Limited
Artwork created by Greencore Cakes and Desserts. www.greencore.com
DreamWorks' Shark Tale TM & © 2005 DreamWorks Animation L.L.C.



Max Havelaar Coffee Box

Printed under licence by Chromos BV, Netherlands
www.chromos.nl

MetalFX® Gallery

Rolls-Royce Phantom 'Colour and Trim' brochure
 Printed under licence by Aldridge Print Group. www.apgprint.com

DeMontfort Fine Art Brochure
 Printed under licence by Taylor Bloxham. www.taylorbloxham.co.uk



'Edge' Magazine Cover
Printed under licence by Butler & Tanner. www.butlerandtanner.com



'CAR' magazine cover
Printed under licence by Greenshires Group Ltd. www.greenshires.com

MetalFX® Gallery



HSBC Folder

Printed under licence by Colour Innovations Inc. www.colourinnovations.com



Don Johnston 2005 Catalogue Cover

Printed under licence by eDOC Communications. www.edocondemand.com

