



Buzz Sales Company, Inc.

GETTING THE MOST FROM PLASTI-TONE™ METALLIC COLORS

Plasti-Tone™ Metallic Colors are a distinctive line of water-based inks that exhibit a metallic look and a printed impression that is unique to engraving. They may be intermixed in any proportion or combination and they may be used for most work, *with certain limitations*.

Certain characteristics of these inks should be observed and kept in mind when using them:

- Plasti-Tone™ Metallic Colors settle quickly in storage and must always be mixed *thoroughly* before use, *every* time. While shelf-life is essentially unlimited, prolonged settling may be more difficult to totally remix.
- Plasti-Tone™ Metallic Colors will bleed through lighter stocks, such as letterhead stock, much the same as gold or silver. However, since these inks are pigmented, the bleedthrough will be whatever color is used and may be quite pronounced--and therefore may not be acceptable. This is most evident with dark colors. *It is important to test for this effect first to see the result before planning design utilizing these inks.* It is typically not a problem on heavier stocks where there is no bleedthrough.
- Plasti-Tone™ Metallic Colors may be burnished if desired.
- Many effects may be achieved using Plasti-Tone™ Metallic Colors. For example, a "Brushed" Silver (Metallic Gray) may be made by using Metallic White #8034-W and adding just a *drop* or two of Metallic Black #1005-W. The Silver effect may be changed further toward Pewter by the addition of more Black. A very small amount of Black will affect any color very quickly, therefore Black should always be added very sparingly. All colors may be darkened by using Black.
- Plasti-Tone™ Metallic Colors may be mixed with regular inks, however they will lose their metallic effect as more regular ink is added.