



# *Buzz Sales Company, Inc.*

## **THE PLASTI-TONE™ BASE COLOR MATCHING SYSTEM**

### **What is The System?**

It is a System consisting of 17 pure, concentrated, true Base colors, including Mixing Black and Mixing White, that make it possible to easily match and mix an infinite number of other colors. It is a System specifically designed for the engraved stationery industry and it is a practical approach to matching colors effectively, efficiently and consistently.

### **How does The System work?**

The System utilizes a Color Matching Computer that has been programmed with a database containing all of the Plasti-Tone™ Base Colors. The computer works by scanning a swatch of the desired color and then formulating a recipe for that color from the Base Colors in the database. It is a dynamic state-of-the-art System that is effective and efficient. Unlike pre-printed card-formula systems that become instantly obsolete if any of the basic colors must be changed, The System is always up to date because any color changes are simply re-programmed into the computer database.

### **Why should I use The System?**

It makes matching and mixing colors more efficient and less costly. Matching is accomplished much faster, with less downtime and less ink waste.

### **Do Base Colors match the basic mixing colors of any other color system?**

No. The Base Colors offer a much wider variety of color to work with. Because the engraved impression is 3-dimensional, opaque and colors may vary through different screens, weight, or type size, formulations for systems made for other printing processes are virtually useless. However, almost *any* color can be matched by The System.

### **Can the Base Colors be used alone, by themselves?**

Yes. All Base Colors are complete inks in and of themselves. Each are monochromatic--made with only one pure pigment. Also, Plasti-Tone™ Base Colors are priced the same as other stock colors and they have a virtually unlimited shelf life.



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## **Can I match any color?**

It is possible to acceptably match just about any color attempted. However, any Base Color is only as versatile as the pigment that is used in it. If the color to be matched contains a peculiar pigment, it may not be possible to match it exactly without using a color that contains the same pigment.

## **How much of each color must I buy?**

Only as much as may be required to meet particular matching requirements on an on-going basis. We recommend starting with 1-can of each color for a small shop, 4-cans or more for a larger shop. We also generally recommend stocking more Mixing White #6 as it is used quite often. As requirements change or as it becomes apparent which colors are used more or less often, they should be re-ordered accordingly. Remember: Plasti-Tone™ Inks have virtually unlimited shelf-life.

## **Can I depend on Plasti-Tone™ Base Colors staying the same?**

Any system is only as good as the inks used in it. The only way a Base Color will change is if the pigment manufacturer must change or eliminate the pigment used in it. This is beyond anyone's control, especially with increased government regulation. However, the effects of any mandated changes are minimized by re-programming of the Color Matching Computer.

## **How do I access and utilize the Color Matching Computer?**

Either e-mail your request to [info@buzzsales.com](mailto:info@buzzsales.com) or fax to 815.459.1192. The information will be returned by your choice of e-mail or fax. Most often, color is communicated by some color system reference. Any other type of color sample may be supplied, however it must be at least 1/2-inch x 1/2-inch (1.3mm x 1.3mm) in size in order to be scanned by the computer.

## **What about larger quantities?**

When faced with longer runs or the repetitive use of a matched color, it is usually more cost efficient to purchase it already mixed. By using The System, a color can be matched, proofs supplied, customer approval secured, and by using your sample, we can mix any quantities that you desire, quickly, accurately, and consistently. Also, please note that mixed colors cost no more than stock colors.

The Plasti-Tone™ Base Color Matching System with the Color Matching Computer has been in use since 1993. It is a proven system that is being used successfully by many companies of all sizes around the world. In addition, The System has allowed our company to meet the color requirements of our customers accurately, efficiently, and consistently to the extent that we have set new standards of performance for the engraving industry.



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## SAMPLE COLOR SYSTEM PRINTOUT

Customer: A-B-C ENGRAVING COMPANY  
Standard: X-Y-Z ORANGE  
Calibration Set: PLASTI-TONE BASE COLORS  
Substrate:

Formula Type: Wt/Vol  
Formula Scaling: Total

Scaled Amount: 48.000 ounces

Colorant Name	% (wt)	Amount
BASE BLUE (GREEN) #12	0.000	0.000 ounces
BASE LIGHT RED #18	5.811	2.789 ounces
BASE ORANGE #17	65.390	31.387 ounces
Vehicle (BASE MIXING WHITE #6)	28.799	13.824 ounces
Total Amount	100.000	48.000 ounces

Above is a color computer print-out of “X-Y-Z ORANGE”. Note that the formula is given in percentage (% wt) and in a “Scaled Amount” of “48” ounces. The units may be changed to pounds, ounces, grams or kilos, *whichever you specify*. The number “48” is arbitrary. Any number or any units, *which you may also specify*, may be used. We use 48-ounces (1362-grams) for our trial mixtures, which equates to approximately half an ink can, which we find to be easily mixable and manageable.

The weights or percentages shown should be rounded up or down to the nearest whole unit. Any color under 1 whole unit is usually disregarded. However, in rare instances this component may be required to match a color exactly. The component shown as “Vehicle” is our Plasti-Tone™ Base Mixing White #6.

After the formula is mixed, the color may be adjusted as necessary using the component colors to darken, lighten, or to move in any desired direction that may be expedient for the specific situation.

Please note that in certain color systems the same colors are depicted as “Uncoated” (matte) or “Coated” (glossy). We consider them to be *2 different and distinct colors* in our system for engraving. If compared, the “Coated” colors are considerably brighter and more intense. Since our inks are all matte finish, each type requires a different formula.