

The Value of PANTONE® Hexachrome®

Hexachrome® Increases Efficiency for Dixie Printing & Packaging

"We decided to try PANTONE Hexachrome to give our customers an option for combination jobs," said Dave Stock, pre-press manager of Glen Burnie, Maryland-based Dixie Printing & Packaging.

Developed by Pantone, Inc., Hexachrome is a high quality printing process that uses reformulated CMYK, plus orange and green. This six-color process has twice the gamut of conventional CMYK and reproduces almost 90% of all solid PANTONE Colors.

Dixie Printing & Packaging is a leading manufacturer of quality folding cartons utilizing and all-digital work flow. Dixie uses a four-color press and a state-of-the-art six-color press at its 75,000 sq. ft. facility. Dixie was hired by American First Aid, a division of Cintas, to produce cartons for its line of first aid supplies, including tablets and bandages.

"We originally adopted Hexachrome because we were looking for greater efficiency, but then we were really excited about the color we were able

to achieve, and how well they matched PANTONE MATCHING SYSTEM® Colors," Stock continued. "Our make-ready time was greatly reduced by using Hexachrome, and we can do a gang run in one fell swoop, instead of using 20 spot colors. Hexachrome met their expectations and exceeded ours.

"American First Aid was really pleased with the results. Hexachrome packs more punch, allowing our customer's packages to really stand out on the shelf, standing above the competition and really catching the consumer's eye. The great results we've gotten from our past

jobs are allowing us to approach other companies to do their high-end packaging. The samples make great sales tools."

"Hexachrome has really delivered in cases where we've souped up the graphics," added Newth Morris, Dixie's president. "It just makes for a better looking package with pizzazy graphics. We've gotten terrific results."

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