

| What you need to know about Acrovyn by Design® (AbD) Digital Color Matching

Digital printing is a magnificent technology that gives an appearance of crispness and visual clarity that few types of technology can match. However, digital printing is much different than any other type of color creation, such as paint. Digital print is CMYK droplet technology, while paint is a mixing process. Both create colors but in different shades.

Often, we at Construction Specialties (CS) get requests to color match logos or other visual elements to paint chips, Pantone Matching System® (PMS) numbers, or other samples. Unlike offset printing (paint) that can give you an exact color match to the PMS numbers, our AbD is digitally printed using CMYK to best match the “target” color our customer is trying to achieve. With CMYK, it is not guaranteed that the target color will be an exact match, but it will be close.

To best demonstrate this, please reference the Pantone Plus Series Color Bridge Coated swatch book to see a side-by-side comparison between the desired PMS color and its closest CMYK reproduction. **There are no additional charges for printing the CMYK alternate color.**

If you desire a closer color match for your target color(s), our AbD team can work with you to further refine your color options within our manufacturing capabilities. **Please note that matching CMYK to paint swatches or other material requires additional design time and charges per spot color.** For more information, please contact your CS representative.

