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PANTONE Color System is now Available Through MAC Group

For more than 40 years, Pantone, Inc. has been inspiring design and graphics professionals with products for the colorful exploration and expression of creativity. Beginning June 1, 2007, through a new partnership with Pantone, Inc., MAC Group will now be distributing these essential tools.

MAC Group has long been focused on providing photographers with professional tools. As the industry changes, their needs change as well. With photographers taking on the additional responsibilities of color, after the image is captured, PANTONE® Color Matching Guides have become more than a useful tool. They are a necessity for anyone needing to match colors for the printing press.

The attached price list contains all the information needed for you to begin offering these products to your customers. Divided into two sections, Hot Picks and the complete catalog, the price list makes it easy to select the most popular products to offer your customers.

The PANTONE Matching System is the definitive international reference for selecting, specifying, matching and controlling ink colors. The PANTONE Formula Guide, a three-guide set consisting of 1,114 solid PANTONE colors on coated, uncoated and matte stock, shows corresponding printing ink formulas for each color, and the three-book set of Solid Chips provides coated, uncoated and matte perforated tear-out chips that can be used for quality control.

The digitally created PANTONE Process Guides provide a comprehensive palette of more than 3,000 colors achievable in four-color (CMYK) process printing. The PANTONE Color Bridge® Guides coated and uncoated compare solid PANTONE colors to their closest possible match in CMYK four-color process that can be achieved on a computer monitor, output device or printing press. Other PANTONE color reference guides for the graphic arts include metallic, pastel and tints.

The PANTONE Hexachrome® Color System, a patented, breakthrough six-color ultra high quality printing process, reproduces a dynamic range of more brilliant continuous-tone images and simulates brighter, more vivid colors than standard four-color process printing. PANTONE Hexachrome is supported by industry leaders such as Adobe, Quark, Kodak Polychrome, Agfa, DuPont, Polaroid and Fuji.

If you have any questions, please contact your local MAC Group Sales Representative.

