

TITLE: PANTONE® Simulation to EDGE® Palette

Gerber FastFact #: 1022

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Summary: Description of PANTONE Simulation

The world's best-known family of colors, PANTONE, can soon be simulated with the world's best professional digital printing system: the GERBER EDGE.

This remarkable capability allows EDGE operators to achieve process color simulation of solid PANTONE colors when created using the key elements of Gerber's Matched Technology System (MTS) -- the GERBER EDGE, GerberColor Super CMYK Process Foil cartridges, 3M Scotchcal 220 white vinyl, and GA Premier 6.0 and higher.

To achieve such a technological coup, Gerber embarked on a licensing agreement with Pantone, Inc., Carlstadt, N.J., in March 1997...making the GERBER EDGE the first digital printing system for the sign industry, and the first vinyl printing system, to be licensed by Pantone. The company demonstrated the results of this cooperative effort at ISA International Sign Expo '97, Las Vegas, April 17-19, where booth visitors were given the opportunity to view the system's unprecedented powers first-hand.

"With the creation of a certified GERBER EDGE color table, we can now offer Gerber customers a palette of more than 900 Pantone-approved and certified process color simulations of the family of solid PANTONE colors."

"With the ability to simulate PANTONE Process Colors, color sign printing is more predictable, reliable and accurate. This will allow companies to protect their brand identity in sign printing," said Richard Herbert, senior vice president, Pantone, Inc.

Gerber's Matched Technology System (MTS) is a comprehensive, totally-integrated product offering that encompasses every aspect of automated vinyl sign creation and production, from initial design input to output. Featuring the industry's most advanced hardware, software, materials and accessories, it is the only proven start-to-finish digital color printing system on the market.

"MTS is a direct outgrowth of Gerber's thorough understanding of the digital imaging process and its desire to offer sign makers all of the tools necessary to build a successful business and expand into profitable new markets." "It is intended to provide progressive graphic arts professionals with a full complement of state-of-the-art products specifically designed to work together to produce optimal design and output."

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