X·Rite®

CCI Relies Upon X-Rite's Solutions To Help Package Printers Master Color

Headquartered in Des Moines, Iowa, Color Converting Industries (CCI) is the second largest supplier of solvent-based inks and coatings for packaging in North America. At CCI, color quality control is a priority as the company supplies many of the top package printers the ink they require for their flexo printing needs. CCI attributes their success, in part, to their sophisticated color lab. Here they analyze, store and communicate color data to maintain the integrity of their customer's brand colors. In order to create accurate ink formulations and efficient, electronic communications with their customers, CCI counts on instruments and software solutions from X-Rite®.
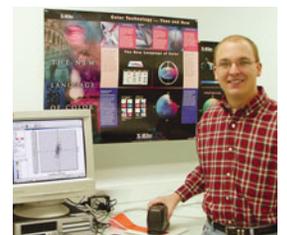
Color Consistency Throughout The Workflow

According to Jeff Basler, Technical Service Manager for CCI, color consistency throughout the workflow is one of the top concerns for package printers. *"Our primary service is to create calibration sets with our ink systems and our customer's substrates to quickly and accurately implement color management at each stage of the workflow,"* says Basler. *"By providing precise formulations, we help customers overcome other challenges, such as reducing press downtime or shortening make readies. We equip ourselves with tools we can trust to get the job done right the first time."* CCI counts on X-Rite's solutions including handheld instruments like the 939 Spectrodensitometer and the new Web Edition of X-RiteColor® Master formulation software. *"X-Rite's products are very fast, reliable and easy to use,"* says Basler. *"We encourage our customers to implement X-Rite solutions for this very reason."* Basler says CCI has grown faster than the industry average in recent years in large part due to their success in meeting or exceeding customer expectations. *"Today, we create and send between 75-150 formulations each day,"* says Basler. *"This number continues to grow as we gain the confidence of more customers. Using X-Rite's solutions, we save at least half the time it normally takes to create color-accurate ink formulations."*

CCI counts on X-Rite's solutions…

The 939 Spectrodensitometer is the ultimate 0°/45° Spectrodensitometer, designed to give fast, precise and accurate color measurement.

X-RiteColor® Master Web Edition is a new version of the X-RiteColor Master software created to work in a server-based computing environment. Ideal for corporations with multiple locations and/or large supply chains.

Communicating Color Data More Effectively

CCI is a successful early adopter of X-Rite's unique Web Edition of QA-Master II and Formulation Master III software. Web Edition is the industry's first server-based computing solution. This means that the software and all color data files reside on a central server rather than on user PCs. Users can access files and view color data from virtually any PC via the Internet. Users who have been given access rights to the color data can simply enter a username and password to log into the central server.

Mark Tesdall, CCI's Senior Program Analyst, is responsible for CCI's information technology infrastructure. He helps assure that all of the company's locations can access and utilize the calibration sets they create and store in their database. *"Before Web Edition, we relied heavily on our network for sending and receiving color data,"* says Tesdall. *"Due to our volume of color matching work, we needed a way to communicate color data faster to our other locations and most importantly, our customers. With Web Edition, all of our color data, including formulations and color standards, are available anywhere in the world using the Internet. Instead of manually sending information back and forth, we are now simply accessing our database—instantly. There is no distance limitation, no administrative support needed, and no client installations needed."* Tesdall says that as a result of implementing X-Rite's solutions, CCI has reduced overhead costs and also made their growing customer base more productive and profitable. *"At the end of the day, if our customers win, we win,"* concludes Tesdall.

To learn more about X-Rite's color measurement solutions, call toll-free **866-534-7663** or visit **www.x-rite.com**.

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