



ZIM'STM
INNOVATION IN PACKAGING

The first impression breeds lasting loyalty.
We have you covered.



**Process printing
(Screened inks)**

Process printing uses a combination of ink colors which are separated into screened layers to reproduce photographs, areas of flat color and some text. The examples on the right demonstrate how screened areas of color overlap and add together to produce a full color image.

It is typically not necessary to use process printing unless you are trying to reproduce a color photograph. However, if your project includes many different colors, chances are a design created in process color will achieve any color you wish to reproduce. *See below for typical exceptions to this rule. You may often need to add additional spot colors to a process color design to achieve your desired results.



Cyan Layer



Magenta Layer



Yellow Layer



Cyan



Cyan and Magenta



Cyan, Magenta and Yellow

**Spot Color printing
(Solid inks)**

In spot color printing, a different color of ink is used to reproduce each individual color. If you only need 2 or 3 colors in your design and do not require color photo reproduction, spot color printing may be the most economical way to achieve your goals.

*Some colors may need to be printed as solid inks, such as opaque white and metallic colors like silver and gold. Very small text and illustrations with fine lines would also likely print better using solid spot colors. In cases where process color design is used to produce artwork containing several of these elements, both process and spot color printing techniques are often used at the press to achieve consistent, quality print reproduction on your package.



Blue



Blue and Green



Blue, Green and Burgundy

Ongoing communication between the customer, the art designer, the production artists and our production manager is key to a workable end result for all parties. Project delays for clarifications or significant artwork revisions can be costly. As a customer, see that your art designer has a well established working knowledge of flexography's production art requirements.

Your designer should consult regularly during art development with the pre-press production artist and with Zim's about our manufacturing equipment limitations as they relate to the package's design reproduction, the design's performance, the design's purpose, the package's intended buyer and it's end use application, so designs can be tailored specifically to each situation.

With the speed of improvements in digital imaging technology, some of these roles are becoming blurred. Therefore, it is more important than ever that all team members effectively communicate their particular role in each printed package's development cycle to avoid misunderstandings and to properly identify any critical quality issues you may have.

