

THE ONLY TRUE COLOR STANDARD FOR CAN DESIGN

Streamline Your Color, from Concept to Can

Designing for metal decorating requires true representation of color, and color standards printed on paper just don't cut it. Now, with the INX Color Perfection®* system, INX has raised the standards.

At the heart of the Color Perfection system is the **2-piece Metal Color Catalog**, a set of over 600 color swatches printed on metal, not paper. Designers can now browse and select INX colors that accurately represent the finished metal print, which means improved color communication.



Why are color standards important?

Color standards are important because metal decorating has multiple variables that affect color reproduction, plus. . .

- **Brand owners want** attention-grabbing labels with accurate, consistent color.
- **Designers want** fast, accurate color selection and assurance that what they envision is what they get on the printed can.
- **Metal decorators want** a cost-effective approach to color management, fast turnaround on color, and lower applied finished costs.



STUDIES SHOW THAT THE
RIGHT COLOR CAN INCREASE
BRAND RECOGNITION
BY UP TO

87%



THE 2-PIECE METAL COLOR CATALOG

FOR COLOR PERFECTION

Advanced Color Communication Tool

The INX 2-Piece Metal Color Catalog is the only industry standard printed on metal to assist brand owners, designers, and metal decorators select, communicate and approve color throughout the design process. The proprietary INX numbering system includes 600+ removable metal color swatches as well as access to the same INX colors via the INX Digital Color Library available for use in today's design programs.

Complete Color Communication Package



Metal Swatch Catalog



Digital Color Library

OVER 600
METAL COLOR SWATCHES



FAST & ACCURATE
COLOR SELECTION



CORRESPONDING DIGITAL
COLOR LIBRARY



IMPROVED COLOR
COMMUNICATION



REDUCED LEAD TIMES

