



NAZDAR
Ad Specialty inks & Services

Nazdar.com



Ad Specialty Inks and Services

Nazdar Ink Technologies manufactures an ink for every Ad Specialty application. We have expanded our product lines and services to include more opaque formulas on colored materials. Look for these products and services to make your colors faster and easier.

- Special highly pigmented red, orange, and yellow inks which have improved opacity over printed colors, and colored substrates
- A system for measuring and rating ink opacity
- Opaque formulas of the most common 100 PMS colors used in Ad Specialty printing
- Color matching service for additional colors
- InkAnswers@nazdar.com to access experts anytime on ink questions

We have supplemented some of our Ad Specialty inks with a highly pigmented Red, Orange, and Yellow ink to facilitate more opaque color matches in those colors that normally do not appear vibrant on colored materials. This results in an apple that is red, an orange that is orange, and a lemon that is yellow.



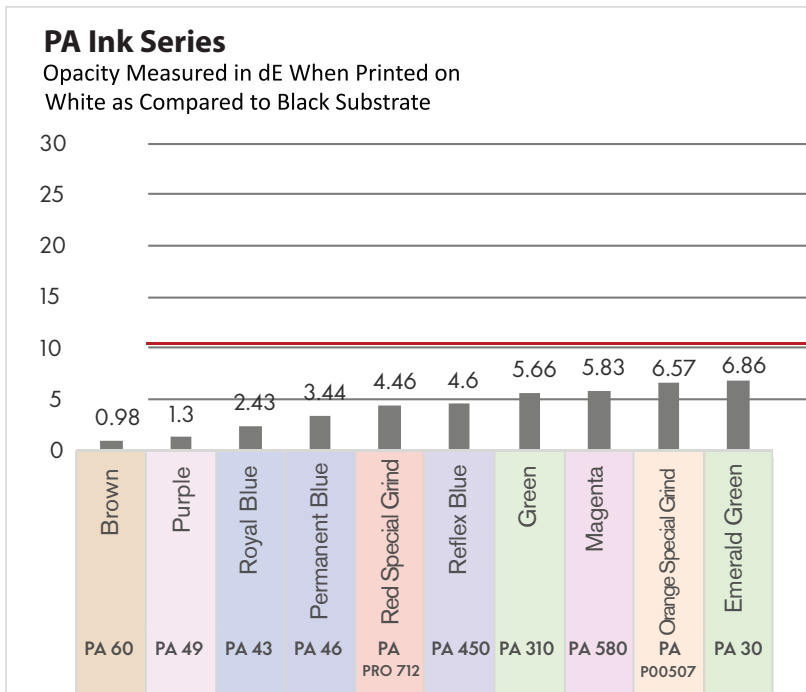
Opaque and Standard Inks

Opacity is Important

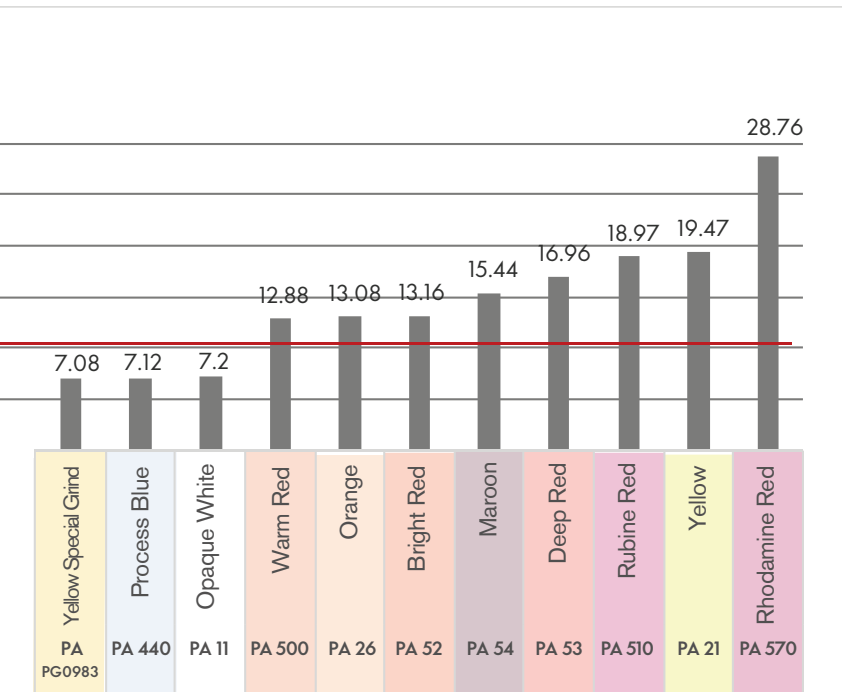
Most colors that are printed are specified using the Pantone matching system. These colors are designed to be printed on white paper. When specified for printing on a colored plastic, these colors cannot be matched. Determining how well a color will appear on a non-white substrate is dependent on the opacity of the color. We have defined the opacity of a color by measuring the color deviation or delta e of a color when measured on white and on black. The lower the delta e number, the more opaque the ink, and the improved ability to block printed colors, and colored substrates.

The PA and ADE inks graphs on the following pages plot out the opacity level of two different Nazdar inks that are used by Ad Specialty printers.

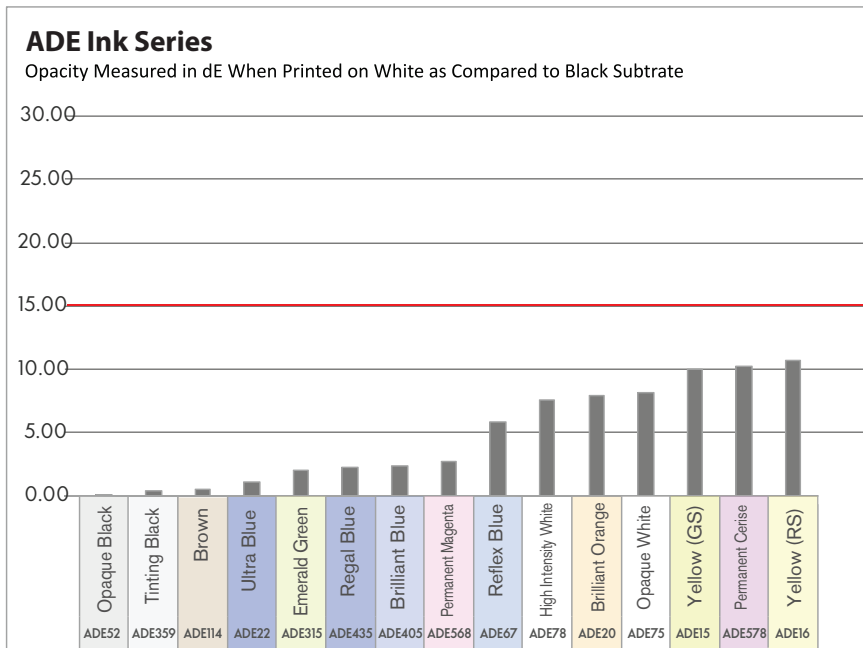
The PA Series inks are inherently more opaque than most inks. This graph shows that the 13 primary mixing colors have a delta e of less

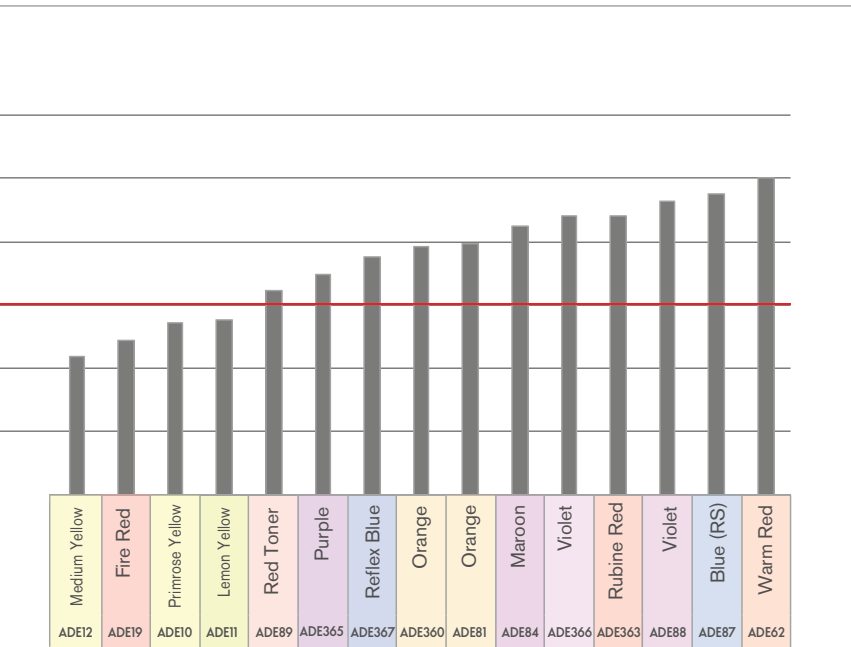


than 10 when measuring the color difference on white as compared to black. These colors will make good opaque color matches.



The graph for the ADE inks show that these inks are inherently less opaque so the qualification bar is set higher. The primary mixing colors will all have a delta e of less than 15 which is still excellent.





Yellow 012C	188C	350C	7401C
Orange 021C	197C	351C	7489C
Red 032C	199C	355C	7506C
Blue 072C	200C	356C	7736C
Process Blue C	201C	357C	Metallic Gold 873C
Process Magenta C	202C	368C	Metallic Gold 874C
Reflex Blue C	212C	369C	Metallic Silver 877C
101C	217C	375C	Warm Grey 1C
102C	218C	385C	Warm Grey 2C
111C	222C	423C	Warm Grey 3C
114C	225C	483C	Warm Grey 4C
120C	233C	485C	Warm Grey 5C
123C	261C	543C	Warm Grey 6C
131C	268C	602C	Warm Grey 9C
132C	269C	1585C	Warm Grey 10C
142C	273C	1795C	Warm Grey 11C
151C	274C	2563C	Cool Grey 1C
165C	275C	2617C	Cool Grey 2C
166C	281C	2627C	Cool Grey 3C
167C	282C	2756C	Cool Grey 4C
168C	284C	2757C	Cool Grey 5C
172C	285C	2765C	Cool Grey 6C
173C	286C	2766C	Cool Grey 7C
182C	291C	2915C	Cool Grey 8C



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