

PRESS RELEASE

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TOYO INK'S ENHANCED COLOR GAMUT INK MAKES NORTH AMERICAN DEBUT AT GRAPH EXPO

TOYO King Kaleido Offset Inks Introduce Innovative Pigment Technology to Extend the CMYK Limit, Enabling Six-Color or Seven-Color Gamut with Four-Color Process

ADDISON, Ill. — The newly developed TOYO King HyUnity soy Kaleido inks are unique four-color process inks that offer a larger color gamut that is closer to RGB without using fluorescent pigment. TOYO INK reengineered the existing CMYK (cyan, magenta, yellow and black) colors to create new, dedicated pigments. These new pigments eliminate the narrow gamut problems related to four-color printing. Kaleido expands the CMYK color gamut to nearly reach the color representation of the original RGB color range.

Digital cameras, scanners, monitors and software in the current prepress workflow operate in the wide RGB color range. The appropriate settings are chosen in the image

processing software, such as Adobe RGB (1998) color gamut (which covers most colors). In the subsequent four-color printing process, image reproduction is limited to the narrower CMYK color space. Color management profiles limit the larger RGB gamut in order to provide color consistency in prepress and printing processes.

Reproducing images with colors beyond CMYK requires a six-color or seven-color printing process. Ordinarily, customers and printers avoid the added expense associated with this process and settle for the limited color range of four-color printing.

Kaleido inks make it possible to achieve a color gamut that approximates a six- or seven-color printing. Kaleido's reproducible range matches almost exactly images of comprehensive designs obtained from inkjet printers and high-end direct digital color proofing.

Kaleido inks have their own color profiles designed to maximize the effects of the Kaleido color gamut. This allows prepress and press professionals to increase customer satisfaction.

Kaleido inks improve transparency of yellow, magenta and cyan. The enhanced transparency is achieved by using pigments that produce substantially greater brilliance than current inks. Improved transparency enables coverage of secondary and tertiary colors that previously were difficult to obtain using conventional process inks.

The improved CMYK range produces rich and vibrant gradations from red to yellow, stronger red reproduction, vivid magenta and true pink reproduction, and dense blue reproduction. In addition, TOYO INK's pigment dispersion technology and highly soluble resins increase the gloss effects of Kaleido inks. The result is better color matching of the printed image to the image displayed on an RGB monitor — using a fast and affordable four-color process.

TOYO King HyUnity soy Kaleido inks are certified by the EcoMark ver. 2. They contain less than 30 percent petroleum-derived solvents and less than 1 percent aromatic solvents.

TOYO INK America will introduce TOYO King HyUnity soy Kaleido inks in Booth #2406 at Graph Expo & Converting Expo, October 15-18 at Chicago's McCormick Place Complex.

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