THE PANTONE PLUS SERIES

The next generation of the PANTONE MATCHING SYSTEM for multimedia graphic design

FREQUENTLY ASKED QUESTIONS…

1. ***What is The PANTONE® PLUS SERIES?***

   The PANTONE PLUS SERIES is an enhancement and replacement of the widely used PANTONE MATCHING SYSTEM®. It's the next generation of the industry standard color communication system for graphics and print applications. The PLUS SERIES preserves all of the current solid colors of the PANTONE MATCHING SYSTEM while adding new colors and tools.

2. ***Why did Pantone update the PANTONE MATCHING SYSTEM?***

   We updated the PANTONE MATCHING SYSTEM in response to the creative and technological needs of today's designers and to the ever increasing speed and complexity of print production. The PANTONE PLUS SERIES colors are easier to specify, offer more options for greater design flexibility and are easier to reproduce.

3. ***What's new in The PANTONE PLUS SERIES?***

   The PLUS SERIES adds 224 new solid colors to the PANTONE MATCHING SYSTEM range for a total of 1,341 colors in the FORMULA GUIDE, SOLID CHIPS and COLOR BRIDGE® Guides; 42 new neons to our PASTELS & NEONS Guide and CHIPS Books for a total of 56 neons and 154 pastels; a PREMIUM METALLICS Guide and CHIPS Book with 300 new metallic colors; a new CMYK guides featuring 2,868 colors; and new color tools, such as a lighting condition checker, a digital image color correction tool, a color locator index and powerful new design software. In addition, guides and books are arranged chromatically, for more intuitive color selection.

4. ***What happens to the "old" publications? Will they still be available?***

   No. The PANTONE MATCHING SYSTEM products will be discontinued – although all of the PANTONE MATCHING SYSTEM solid colors, Metallics and PASTELS & NEONS will remain available, with the same color numbers.

5. ***How do I get started using the new PLUS SERIES Colors?***

   It's easy. Just purchase any new PLUS SERIES product and you're ready to go.

6. Do I need to do anything differently to specify the new PANTONE PLUS SERIES Colors?

No. The color numbering system in the new PLUS SERIES Colors remains the same as in the PANTONE MATCHING SYSTEM. Color numbering for the additional solid colors starts at PANTONE 7548 and ends at PANTONE 7771. PREMIUM METALLICS numbering begins at PANTONE 10101 and ends at PANTONE 10399. Color numbering for the new neons starts at PANTONE 901 and ends at PANTONE 942.

7. What new equipment and inks do printers need to print the PLUS SERIES colors?

None! The PLUS SERIES Colors are printed using the same 14 Basic Color Inks as the PANTONE MATCHING SYSTEM. One new difference – and advantage – is that all the new solid colors are printed at a uniform ink thickness, which makes them easier to match on press. This saves time and money while ensuring color accuracy.

8. What is the difference between the PANTONE MATCHNG SYSTEM Metallics and The PLUS SERIES PREMIUM METALLICS?

The PLUS SERIES PREMIUM METALLICS is an all-new range of 300 metallic colors that have greater brilliance and can be easily coated without any loss in luster. PREMIUM METALLICS also have a longer life after printing without tarnishing or blemishing.

9. How are the new COLOR BRIDGE® and CMYK Guides "universal"? What exactly does that mean?

Past versions of our COLOR BRIDGE Guides included two distinct formats – one for Euro printing methods and one for the rest of the world. Now, where applicable, PLUS SERIES COLOR BRIDGE and CMYK Guides are printed to an ISO standard. This means one version can be used internationally.

10. How do I get the new colors in my design applications?

Pantone developed COLOR MANAGER Software to enable instant updating of the new PLUS SERIES colors in all major digital design applications – Adobe Creative Suite®, QuarkXPress® and Corel. This software is a free download when you purchase and register any PLUS SERIES Guide or Book, and is also available for purchase separately.

11. What happens to the Goe® System?

Goe remains an active PANTONE product line. The PANTONE Goe System complements The PANTONE PLUS SERIES.

12. How do I use PANTONE PLUS and Goe together?

The PANTONE PLUS SERIES features an extended range of PANTONE MATCHING SYSTEM Solid colors as well as PREMIUM METALLICS and PASTELS & NEONS – together providing more than 1,700 color choices. The **PANTONE Goe System** features a different solid color range of 2,058 colors. Each system has its own software support and advanced color tools. To be creatively competitive, designers and printers should use both the PANTONE Goe System and The PANTONE PLUS SERIES.

13. Pantone recommends replacing color guides and chips annually. Why?

Pantone uses the finest quality substrate materials, but all paper stocks will yellow over time, which can change the appearance of the color of the inks printed on them. Product color appearance will also change from handling. Pantone recommends replacing color tools annually to ensure accurate color matching. To help offset the cost of upgrading, you can take advantage of Pantone's trade-in program, Chip In. Read more at www.pantone.com/chipin

14. Why did you discontinue the matte finish guides and books?

Market demand for matte finish color tools dropped dramatically, to the point where it was no longer practical to retain these products. All the PLUS SERIES Colors are available on coated and uncoated stock, with the exception of metallic colors, which require a glossy substrate to produce a metallic sheen and are only available on coated paper.

15. What about applications that currently license Pantone libraries? Will they be updated with the new data and when?

Our software partners will have color data available for their applications shortly after The PANTONE PLUS SERIES is released. Please contact your provider for more details.

Adobe® and Creative Suite® are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

PANTONE® and other Pantone trademarks are the property of Pantone LLC. ColorChecker® is a trademark or registered trademark of X-Rite, Incorporated in the United States and/or other countries. All other names are trademarks or registered trademarks of their respective owners. Any omission of such trademarks from any product is regretted and is not intended as an infringement on such trademarks.

Pantone LLC is a wholly owned subsidiary of X-Rite, Incorporated. © Pantone LLC, 2010. All rights reserved.