

Buzz Sales Company, Inc.

P. O. Box 463 • Crystal Lake, IL 60039-0463 USA
815.459.1170 • Fax: 815.459.1192
info@buzzsales.com

Buzz Gram

(ORIGINALLY RELEASED JULY, 1996)

SOME FREQUENTLY ASKED QUESTIONS....WE THOUGHT YOU'D LIKE TO KNOW

THIS MONTH: "COLOR MATCHING AND CUSTOM COLORS"

WHY COME TO BUZZ SALES COMPANY FOR MY COLOR NEEDS?

Buzz Sales Company is the undisputed leader in providing color matching and custom color to the engraving industry. When it comes to accuracy, consistency, performance, fast service and value, Buzz Sales has a record second to none.

WHAT MAKES THE "BUZZ" DIFFERENCE IN COLOR MATCHING?

Buzz Sales was the first and, as far as we know, the only inkmaker in the engraving industry to install a dedicated Color Computer and Matching System, which is available to our customers totally free of charge. This has allowed us to additionally compile a library of over 2000 color formulations (and still growing), which are also available to our customers totally free of additional charge. The combination of our color computer and library allows us to respond with great speed to requests for matched color. Most requests are filled in 24 hours or less.

WHAT ABOUT "COLOR MATCHING SYSTEM" COLORS?

Contrary to what some may say, we can match colors from **any** color system. Here are the facts: Certain color matching systems require that inkmakers be licensed in order to use their names and/or numbers as a reference for their depictions of color, or to even make printed reference to the *name of the system*. However, *there is no legal limitation whatsoever on what colors an inkmaker can make*. The only limitation is on how an inkmaker may reference a given color. When we make a color, **YOU** may name it whatever you want--as long as it does not include a color system name or number.

HOW DO YOU HANDLE THE MATCHING PROCESS?

Upon receipt of a wet ink sample, a color system number, a swatch or any other sample, we need to know if the intended work is a solid, a screen or if there is any other consideration that may have a bearing on how the color may be displayed or perceived. We will then supply a small wet sample of our match and may include some additional colors with which you can adjust our sample to meet your customer's requirements exactly if necessary. If an adjustment is required, we ask that the *adjusted* sample be returned and we match to that, exactly. Then another final sample is supplied for approval. Once that is done, we guarantee to match the color exactly from then on. This process may seem to be a bit troublesome, but it is well worth the effort as it results in your customer getting *exactly* the color they want to see, on the first order and every order.

WHAT ABOUT PLASTI-TONE™ "BASE COLORS"? WHAT ARE THEY?

Base Colors are our "stock" colors. However, their primary function is that they comprise the database of our Computer Color Matching System. They may be used alone or in any combination as needs require. They are "mono-chromatic" inks. That is, they are each made with only 1 pigment so that when used for mixing, only the desired color--not a combination of colors--is involved, which makes for fewer problems.

WHY DO YOU HAVE TWO DIFFERENT WHITE INKS?

We make Base Mixing White #6 and we make White #8000-W. Base Mixing White #6 is a *transparent* white that works easily and well for mixing, but is not suited for use alone over dark backgrounds. White #8000-W is a very dense, very opaque, very "white" ink that is used most often as a "stand alone" ink over dark backgrounds. It is absolutely the best white ink available today.

IS IT POSSIBLE TO MATCH METALLICS?

We match custom metallic shades often. However, most requirements for gold are usually met by our 6 stock shades. Sometimes it is necessary to mix gold and silver. Our FORMULA-2 and PREMIUM Metallics make this possible in just about any combination of silver and the 6 shades of gold, which are often quite interesting.

DO YOU HAVE SUGGESTIONS FOR DEALING WITH THE COLOR MATCHING PROCESS IN OUR PLANT?

Yes, we do! In fact, we can help you to set up your own in-house color services to whatever extent you would like. If you would like to find out more, give us a call for details.

Whatever your requirements for color, we're on call to get the job done with toll-free assistance, overnight samples, our exclusive Computer Color Matching System and a record for success that is unmatched. We take color *very* seriously...

BUZZ SALES COMPANY, INC.
"...your partner in making the BEST impression."™