

## COLOR MATCHING NOTICE - UPDATE 2024 July

Skillful Printing is striving for providing quality packaging, and color accuracy is one of the most important feature. This is a notice regarding color matching with Pantone guide for all brands and designers.

### COLOR MATCHING USING PANTONE GUIDE / PMS COLOR

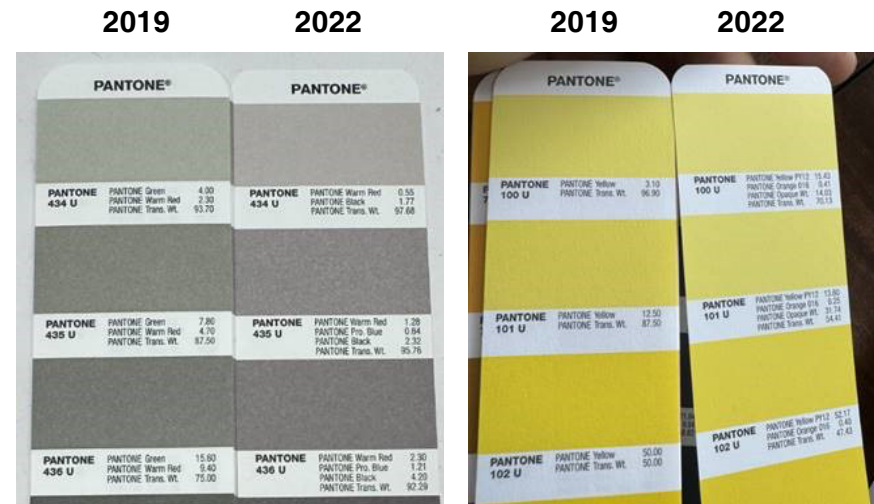
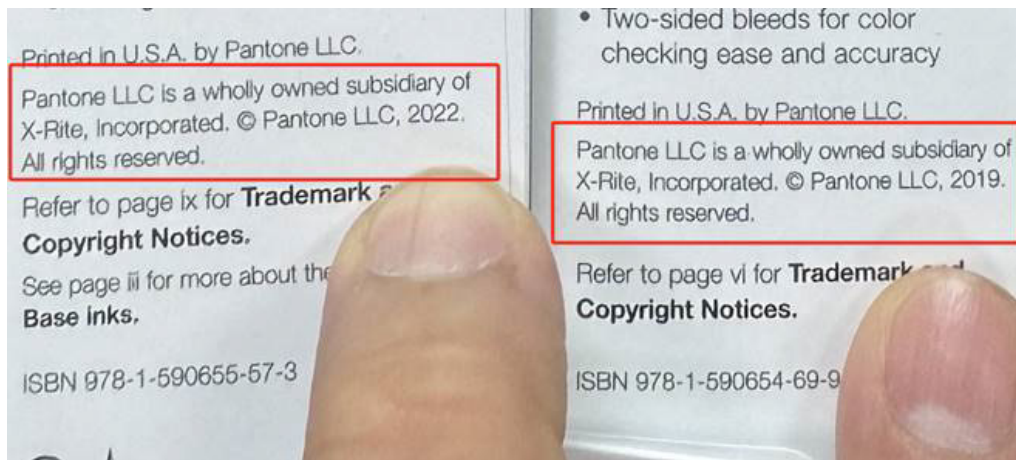
# PANTONE®

Pantone guide is the go to guide for color when it comes to design. But color matching with pantone guide may result with color deviation, here are some background information.

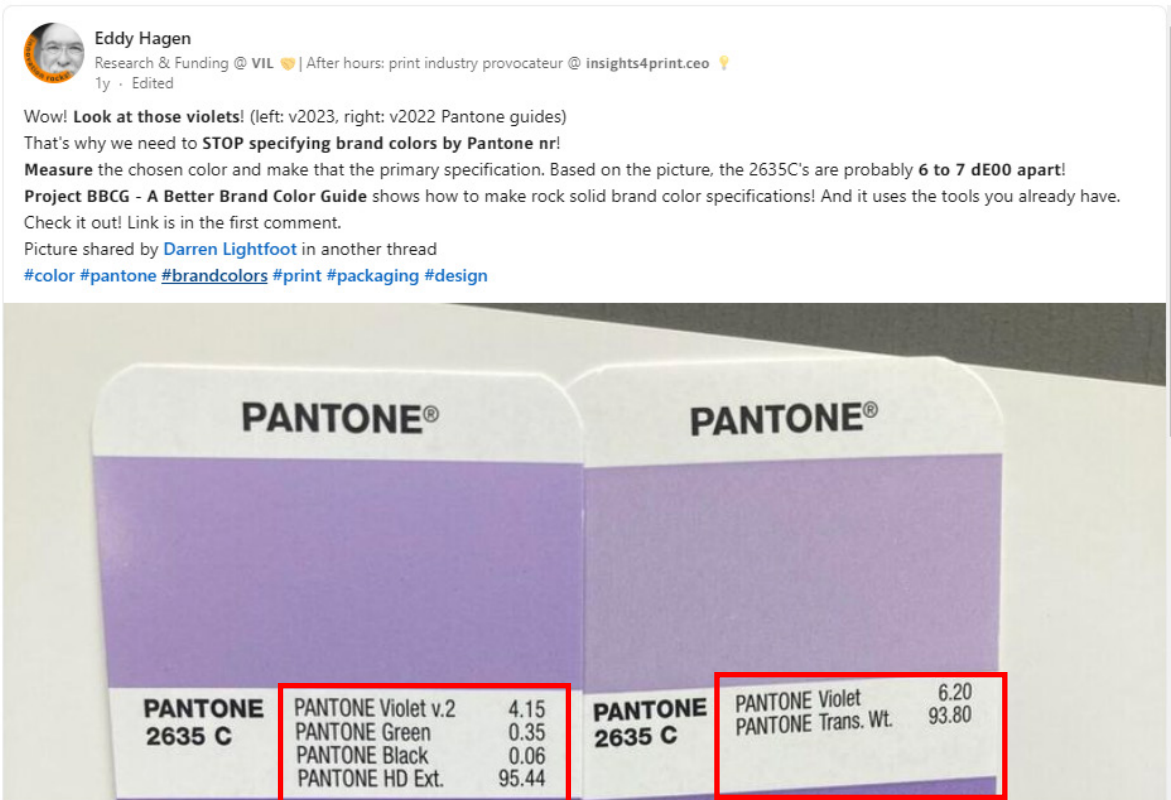
### Color variation between editions

Pantone color changes on every edition. Above example is 2019 and the other one is 2022.

Below picture showing Pantone guide 2019 vs 2022 edition



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### v2023 vs v2024

The color composition and color changed on the same Pantone by about average 6  $\Delta E$  (Delta E).

Delta E is measured on a scale from 0 to 100, where 0 is less color difference, and 100 indicates complete distortion. As explained in this guide by Zachary Schuessler, standard perception ranges are as follows:

- $\leq 1.0$ : Not perceptible by the human eye
- 1-2: Perceptible through close observation
- 2-10: Perceptible at a glance
- 11-49: Colors are more similar than the opposite
- 100: Colors are exactly the opposite



Color deviation on all colors

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### Color variation between guides over times

**Pantone colors can appear inaccurate over time due to a number of factors:**

Light exposure

Colors can fade over time

Paper aging

Paper can yellow over time

Ambient moisture

Can accelerate paper aging

Storage

Colors can appear inaccurate if stored improperly

Printing industry variables: These include paper composition, ink, and production speed, which can all contribute to color changes from print run to print run



Color is starting to chage, even the guides is only use for 6 months base on above factors.