

# What Berkshire Labels has to say about PureTone...

“I instantly saw the benefits and was convinced PureTone was the concept to help take Berkshire Labels to the next level of flexo printing.” Paul Roscoe

## PURETONE CONVERSION - AN EASY TRANSITION

“The transition to PureTone was easy and was completed within just one week,” said Roscoe. Not something most label printers say when they switch to using new inks from a different manufacturer.

“PureTone really has surpassed our expectations. We have accurate and consistent colour every time, minimal downtime and so much more flexibility.”

Paul Bailey, Pre-Press Co-ordinator

## NEXT GENERATION FLEXO PRINTING

“Colour is consistent, all backed up with reports and data.” Paul Roscoe

“We are so confident with the PureTone ink system, that we give live demos to all our customers, including the major retailers to show the level of print quality and colour accuracy that can be achieved. We see CMYK and Pantone colours matched digitally under a dE of 1.5 every time.

Paul Roscoe, Berkshire Labels