

What Hamilton Adhesive Labels has to say about PureTone...

“**Savings of around 40%** on ink (Pantone colours) from 10cm³ to 6cm³ anilox due to stronger pigment.”

“Using **only 10 base colours** to achieve Pantone colours reduces the amount of bases and inks you buy.”

“Stronger, mono-pigmented technology results in **consistent colour matching/closer Delta E readings on EVERY occasion.**”

“90% of all Pantone colour mixes contain PureTone extender which is significantly **more cost-effective.**”

“**Hitting half & full tones** on a single plate/print unit (3-4cm³ GTT S).”

“Massive **reduction on waste** due to pre-press proofing and **100% success rate** using RK Proofer, X-Rite IFS & Spectro.”

“**Very easy change-over** from existing supplier to Pulse Roll Label Products using up surplus stock.”

Gavin Poynton, Ink/Colour Management Manager &
Sebastian Bolinbroke, Head of Production