



PRESS RELEASE

April 28th, 2016

ColourLab by Schawk! Colours applied like paint – on any material.

Brand owners have always been concerned with colour and colour perception; 85% of consumer purchasing decisions are based on colour.¹ That makes it clear how important colour and colour matching are for a successful brand presentation and a consistent consumer experience with the brand's packaging.

ColourLab by Schawk! helps brand owners achieve globally consistent colours – regardless of the printing process and materials used for packaging. The brand's colours are determined scientifically for all customer contact points.

Brand owners all over the world benefit from the technical expertise and advanced testing equipment that Schawk! has developed. Schawk's experts consider each step of the supply chain, and define a separate standard for each material. Afterward, the brand owner can provide this information to its printers and converters or it can use the services of Schawk! directly.

Schawk ColourLab experts then communicate with the brand owner's authorized printers and converters and give them the necessary information and tips for optimally implementing the defined colours. Clients may choose a cloud-based solution, using the company's Chromos portal or, Schawk! can supply physical colour standards to their printers that contain all the technical information required.

The service helps save all brand owners, printers and converters time and money. It helps make it faster to put new products and additional batches on the market, and eliminates expensive tests in production facilities.

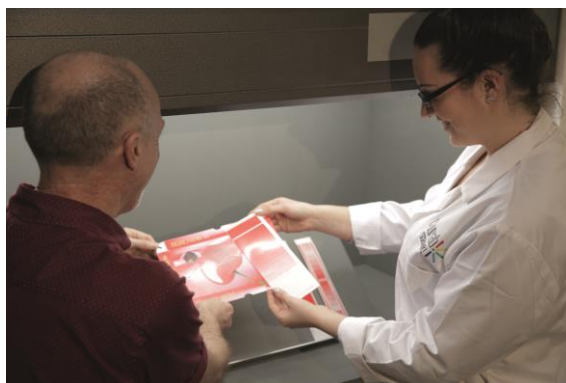
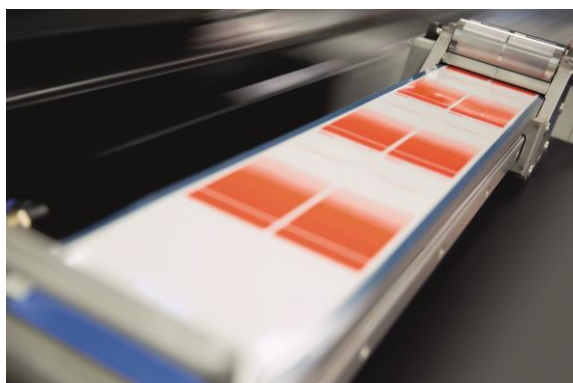
"We have defined scientifically based standards for every colour. That helps brand owners realize a uniform brand profile – worldwide, and regardless of the substrate," says David Holmes, Technical Director at ColourLab by Schawk!

ColourLab will be presenting its offerings at the drupa trade fair, at the joint Saueressig GmbH + Co. KG and Schawk! stand. Potential customers will have the opportunity to learn about what the colour experts do, and to discuss the work with them.

drupa, Düsseldorf 5/31 – 6/10/2016, Hall 3, Booth B24

¹, Colour [Sells: How the Psychology of Colour influences Consumers](#)

SCHAWK!



Source: Schawk

About Schawk

Schawk produces brand assets and protects brand equities to drive brand profitability. Leveraging its 60+ years of industry leadership, Schawk identifies and deploys scalable solutions to address a brand's complex production and delivery needs through proven expertise in workflow, resourcing, colour management and imaging. Schawk is part of the brand deployment group of SGK, a Matthews International company (NASDAQ GSM: MATW). For more information visit: [schawk.com](https://www.schawk.com)

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