Pantone, Inc. product copy

Product #: **GGE201**

Product Name: PANTONE® color bridge™ coated EURO

Price Book Description: color bridge coated EURO

PRODUCT INFORMATION

Product Mgr.: Joanna Sluja	UCC#:	ISBN#: 1-59065-075-1
Product Group: GUIDES & BOOKS		EAN#: 9781590650752

Catalog Copy: With this single guide, users are equipped to select and specify PANTONE Colors on coated stock, compare solid colors to their four-color process matches, convert solid colors to CMYK and create optimal display of PANTONE Colors on monitors and Internet sites.

WebPage Description: match solids in process and RGB with the new PANTONE® color bridge™ EURO guide

An invaluable multi-use color reference tool, use PANTONE color bridge EURO to:
• select and specify solid PANTONE Colors on coated stock
• determine how a PANTONE Color will appear when reproduced in CMYK
• create optimal display of PANTONE Colors on monitors and Web pages

You previously knew this guide as the PANTONE solid to process guide EURO. Now, a new name reflects the substantial enhancements incorporated into this remake of the old favorite, including:
• Improved process matches and updated CMYK screen tint percentages
• greater utility with sRGB and HTML values added for solid colors
• increased color area with taller, wider layout

Long Description: PANTONE® color bridge EURO illustrates how PANTONE MATCHING SYSTEM® Colors will reproduce in CMYK on coated stock. Although many can be successfully rendered, there are a large majority that cannot due to the limitations of the four-color process as compared to using pre-mixed inks. The fan guide guide displays 1,089 solid PANTONE Colors alongside their closest four-color process match. In addition to CMYK screen tint percentages provided for each process color, sRGB and HTML values are listed for every solid PANTONE Color.

Features & Benefits:

Features:	Benefits:
Features	Benefits
• 157 pages of colors printed on #1 grade coated cover stock.	• One guide, multiple uses.
• 1,089 PANTONE MATCHING SYSTEM® Colors.	• Saves money knowing when a spot can be adequately produced in CMYK.
• Process matches with CMYK screen tint percentages displayed next to each solid color.	• Screen tint percentages serve as a starting point for adjusting the color match if desired.
• sRGB and HTML values for solid colors.	• Eliminates undesirable color surprises before incurring costly pre-production and printing expenses.
• Colors bleed for ease and accuracy of checking colors.	• Optimally display colors on monitors and Web pages.
• Portable fan guide format.	• Visualizes solid PANTONE Colors on the most popular paper stock.
	• Portable format provides convenience and fast access to color data.

Minimum Requirements: N/A

Trademarks: PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. © Pantone, Inc., 2005 All rights reserved.

Shipping Weights:

UNIT DETAIL:	BULK DETAIL: # units in Bulk =
Weight (Lb): 2 lb	Weight (Lb):
Unit Pkg Size (LxWxH): 11.25 x 4 x 2.5	Unit Pkg Size (LxWxH):

590 Commerce Boulevard
Carlstadt, NJ 07072-3098
Tel: 201-935-5500 Fax: 201-896-0242
www.pantone.com PANTONE®