Product #:	**GP1202**		*published date: December 22, 2004*

Product Name:	PANTONE® formula guides coated, uncoated, matte

Price Book Description:	***three-guide set:*** *formula guide solid coated, formula guide solid uncoated, formula guide solid matte*

PRODUCT INFORMATION

Product Mgr.:	Scott Buckley	UCC#:		ISBN#: 1-59065-067-0
Product Group:	GUIDES & BOOKS			EAN#: 9781590650677

Catalog Copy: These guides provide a consistent method for selecting and matching solid PANTONE Colors on coated, uncoated and matte paper. Their portability and easy-to-use design provides a convenient color reference library that can accompany you at client presentations or on press runs. The guides contain a full range of 1,114 colors from the PANTONE MATCHING SYSTEM®.

WebPage Description: The new 2005 edition has been redesigned in a larger format which provides more color area with which to work, improved readability of important color data and better accessibility to all colors on the pages. The formula guide is an essential tool for graphic designers, pre-press professionals and printers. Its simple design provides a convenient and portable reference that can accompany you at client presentations or on press. This three-guide set contains 1,114 PANTONE Colors on coated, uncoated and matte stocks.

Long Description: The PANTONE formula guide has been an essential tool for graphic designers, pre-press professionals and printers for four decades. Today's converging workflows are making color management more challenging than ever. The formula guide provides a consistent method for selecting and matching solid PANTONE Colors. Its simple fan deck design provides a convenient and portable color reference library that can accompany you at client presentations or on press runs. The guides contain a full range of 1,114 colors from the PANTONE MATCHING SYSTEM, with corresponding ink mixing formulas in parts and percentages.

Features & Benefits:

Features:	Benefits:
- 1,114 solid PANTONE Colors, including 14 base colors - New, larger format for improved handling and usability - New layout provides more color area with which to work - Improved readability of important color data - Better access to all colors on the pages - Easy-to-use fan format - Ink mixing formulas in parts and percentages - Each color identified with a distinct PANTONE Number or name - Colors bleed for ease and accuracy in checking colors - Icons are shown beneath each color that can be satisfactorily reproduced in CMYK four-color process printing	- Eliminates guesswork in color selection and verification - Broad range of chromatic and neutral colors thoroughly cover color space - Fan format makes it easy to locate desired colors - Easy to communicate colors by distinct number or name - Shows the effect of coated, uncoated and matte stocks on each color - System supported by worldwide network of PANTONE Licensed Printing Ink Manufacturers

Minimum Requirements: N/A

Trademarks: PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. © Pantone, Inc., 2004 All rights reserved.

Shipping Weights:

UNIT DETAIL:	BULK DETAIL: # units in Bulk = 10
Weight (Lb): 3	Weight (Lb): 22
Unit Pkg Size (LxWxH): 11.25 x 6.375 x 2.75	Unit Pkg Size (LxWxH): 11 x 11.75 x 12.25

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

Date Printed: December 22, 2004