## Pantone, Inc. product copy

| Product #:                 | GP1205   | published date: March 10, 2005  |  |
|----------------------------|--|---|--|
| Product Name:              | PANTONE <sup>®</sup> tints four-guide set  |   |  |
| Price Book<br>Description: | PANTONE tints  | Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Constant<br>Con |  |
| PRODUC                     | <b>FINFORMATION</b>  |   |  |
| Product Mgr.:              | Joanna Sluja UCC   | C#: ISBN#: 1-59065-082-4  |  |
| Product Group:             | GUIDES & BOOKS   | EAN#: 9781590650820   |  |
| Catalog<br>Copy:           | When deciding to tint a spot color, best practice is to choose the optimal percent from printed samples. Our new reference guides offer eight tints from 10-80% and halftone example for all 1,114 solid PANTONE Colors on coated and uncoated stock. Plus, effectively gauge readability of type by the many possibilities presented.   |   |  |
|                            | a new way to look at tints<br>After a year in research and development, the new PANTONE tints sports numerous enhancements.<br>Re-engineered for greater utility, it is now presented as a four-volume fan guide set featuring tint effects that<br>bleed off the page for press check ease. We've also increased the size of each tint, brightened and<br>increased the durability of the paper stock and show each color printed as a thin and thick rule.   |   |  |
| Long<br>Description:       | See how screen tints of 1,114 PANTONE MATCHING SYSTEM® Colors reproduce before your job is printed! PANTONE tints removes the guesswork by displaying printed samples of eight tints per color from 10% to 80%. Contained in a four-guide set on coated and uncoated paper, every color includes a halftone example and is printed as type and line rules. Each tint illustrates black, color and reverse type effects and bleeds off the page edge for ease and accuracy in checking colors. PANTONE tints is an ideal companion to desktop publishing and design applications that enable you to create the accurate tint effects displayed in the guides. |   |  |
|                            | Features:  | Benefits:   |  |
| Footuros 8                 | Features   | Benefits  |  |
| Benefits:                  | <ul> <li>Four guides in fan format</li> <li>Two-volume coated set of 559 color pages</li> <li>Two-volume uncoated set of 559 color pages</li> <li>Tints from 10% to 80% of 1,114 solid PANTONE<br/>Colors</li> <li>Tints from 10% to 80% of four CMYK process<br/>colors</li> <li>Tints of two solid PANTONE Colors per page</li> <li>Tints bleed off edge for press check ease</li> <li>Brighter, more durable paper</li> <li>Color printed as thin and thick rules</li> <li>Color printed in bold and light typefaces</li> </ul>   | <ul> <li>Eliminates guesswork in selection of tints and solid color effects</li> <li>Fan guide format provides more color area</li> <li>Tints bleed for ease of checking colors</li> <li>Shows the effect of coated and uncoated stocks on each color</li> <li>Provides tints of all solid PANTONE Colors plus the four process colors</li> </ul>   |  |
| Minimum<br>Requirements:   | N/A  |   |  |
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|                            |  | BLILK DETAIL : # units in Bulk -  |  |

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