

How to achieve the gold standard for every brand.

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Don't allow metamerism to jeopardize your brand .

Colors look different under different light sources. This phenomenon is called metamerism, and it occurs when the reflectance curves of two colors that look the same under one light source are quite different under another. If brand consistency is important to you, metamerism can be a problem: at Hazen Paper, we can help prevent it, because we understand why it occurs.



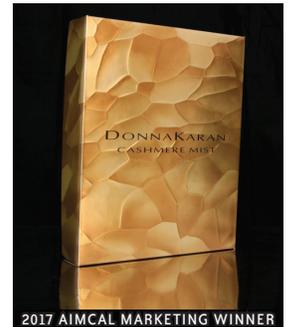
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Common light sources include fluorescent, incandescent, daylight and "North sky daylight." Within each light source category, there can also be color temperature differences measured in degrees Kelvin, which is why standard and cool white fluorescent look so dissimilar.

Spectral color matches, which match under all light sources, are achieved by using the exact same dyes and pigments. Even slight variations can impart some degree of metamerism, which can be subtle or extreme, depending on the similarities of the spectral curves for the colors. Curves that cross in multiple places usually signify noticeable differences.

Using materials that are metameric is a significant challenge when color matching or color tolerances are important, as in brand communications or packaging. Optical brighteners, metallic and pearlescent pigments can further complicate producing a non-metameric color match.

To reduce metamerism, manage colorant selection carefully. Try to use the same or very similar colorants in a given product color match. Control lighting and define under which light sources your project must match. Knowing that some small amount of metamerism will usually be present, define acceptable limits. Allow us to help – we can also assist your printer to deliver reliable results.



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Our color specialists make it possible to achieve color consistently with an arsenal of sophisticated tools. Our Macbeth light booths allow viewing of color samples under a variety of light sources, and can reproduce virtually any light effect necessary for specialty color matching. Data-color spectrophotometers map spectral curves to show the relationship of a sample to the target under various light sources to quantify the degree of metamerism present.

For over 90 years, Hazen Paper Company has harnessed R&D and printing expertise to deliver precise results to demanding clients. We understand that color control is a top priority for brands, and that "good as gold" isn't the same for every brand – or the same gold.

Contact customerservice@hazen.com or 413-538-8204

