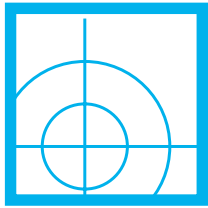


the credit you deserve



PANTONE®
PRINTER
accreditation
SCHEME



PANTONE® PRINTER *accreditation* SCHEME

The Scheme

The Pantone Printer Accreditation Scheme (PPAS) sets an international standard for colour printing for offset lithographic printers. The scheme offers a model for outstanding quality in process and spot colour reproduction.

Based on measurable criteria for proofing and printing in a production environment, achieving accreditation demonstrates your ability to reproduce consistently accurate colour.

Why Pantone?

Pantone, Inc. is the world-renowned authority on colour. The PANTONE name is universally recognised as the standard for colour communication between designers and printers, retailers and customers. With 40 years of experience, Pantone is the worldwide market leader in colour technology for the graphic design, printing, publishing, textile and plastics industries.

The credit you deserve

PPAS gives you recognition and sets you apart from your competition. With Pantone's stamp of approval for your printing skills, you are demonstrating that you have:

- the in-house skills to ensure accurate colour proofs and consistent print quality
- the necessary tools to measure and control your printing processes
- passed all the tests to prove that you can produce accurate and consistent colour

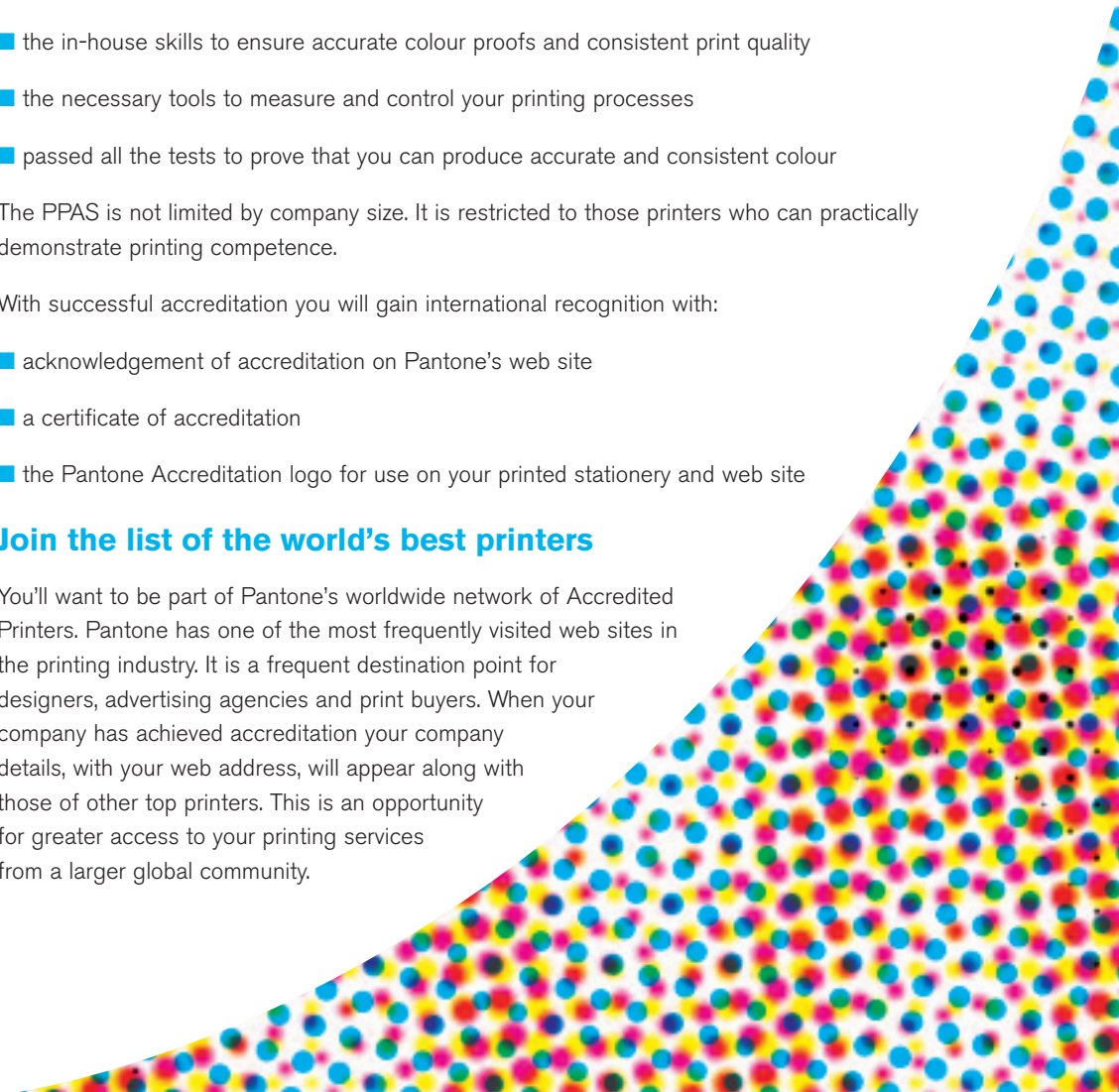
The PPAS is not limited by company size. It is restricted to those printers who can practically demonstrate printing competence.

With successful accreditation you will gain international recognition with:

- acknowledgement of accreditation on Pantone's web site
- a certificate of accreditation
- the Pantone Accreditation logo for use on your printed stationery and web site

Join the list of the world's best printers

You'll want to be part of Pantone's worldwide network of Accredited Printers. Pantone has one of the most frequently visited web sites in the printing industry. It is a frequent destination point for designers, advertising agencies and print buyers. When your company has achieved accreditation your company details, with your web address, will appear along with those of other top printers. This is an opportunity for greater access to your printing services from a larger global community.



Who should apply for Pantone accreditation?

The PPAS is designed for printers who produce, or aspire to produce, consistently accurate colour and want to set themselves ahead of the competition. The accreditation scheme will benefit you if you want to:

- distinguish yourself from your competitors
- improve your colour printing skills
- be less dependent on price as a way of attracting new customers
- attract customers from other parts of the country and the rest of the world
- reinforce your relationship with your existing customers
- use Pantone's web site as a marketing tool
- receive the recognition you deserve for your colour printing skills

Becoming a Pantone Accredited Printer

The process of accreditation is simple and inexpensive. In fact, we have designed the pricing so that no commercial printer should be deterred by the cost. Each step in the process is presented in everyday language we can all understand although the underlying colour theory is far from simple. You will benefit from our consultants' years of experience in colour printing and pre-press.

The accreditation process

- Participants attend a two-day workshop where the highest standards in press and pre-press procedures are learned. These procedures whilst being rigorous, are practical and based on Pantone's 40 years of colour production experience. At the workshop, attendees receive a manual that outlines and reiterates the procedures covered. This will serve as an invaluable reference tool for all employees of the company.
- Consistently accurate printing requires that all aspects of the production process are defined and measured and so accredited printers are required to have, and understand how to use, the tools necessary to control their print production from the time a digital file arrives to the final printed job.
- Becoming a Pantone Accredited Printer is not just about having the skills and the equipment, you must also prove that you can put this expertise into practice. Each participating company will be given carefully prepared jobs for assessment. This will test your skill and ability to match exacting colour standards for both process and spot colour printing. These jobs need to be proofed, printed and returned to Pantone where they are measured and assessed using objective criteria.
- If your jobs pass the test, then you become a Pantone Accredited Printer – subject to Audit.
- Shortly after receiving your initial accreditation your site will be audited to confirm that all the procedures detailed in the manual are being thoroughly implemented.

Additional benefits

As a Pantone Accredited Printer you'll receive, in addition to the international acknowledgement:

- discount on all PANTONE Products
- discount on any extra training you may require
- discount on our colour consultancy services
- access to our technical hotline



PANTONE®
PRINTER
accreditation
SCHEME

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