



## **Mellow Colour penetrates worldwide market at IPEX** **with new product portfolio**

Following success in the UK, Scandinavia and Asia Pacific, Mellow Colour will actively seek new distributor agreements in Europe and America at IPEX. The company will use the show to establish new relationships, to help drive sales for its growing range of colour management tools.

The Mellow Colour product range focuses on the relationship between proofing and printed colour in relation to the ISO 12647 specification, which is gaining momentum with printers throughout the world.

Alan Dresch, founder, Mellow Colour, comments, "Mellow Colour is in a unique position to lead a new wave of colour consistency among printers, due to the sophistication, pricing and ease-of-use of our products. We just need the support and reach of a first-class distributor network to make it happen.

"Our expanded product portfolio meets the needs of all offset, packaging and specialist printers, providing one off comparisons for colour trend analysis. Furthermore **RetroSpec™** offers the opportunity to identify CMYK colour trends from the analysis of multiple **PrintSpec™** (formally Mellow Colour ISOLithO System), reports. There is no doubt that there is a requirement for easily accessible, consistent and accurate international colour standards – we just need to make people aware that a solution exists, locally."

The benefit of the Mellow Colour system is that it not only provides measurement against an international standard, but also enables printers to easily compare jobs at different sites or with customers. Its user-friendly design allows small files containing the colour information to be transferred anywhere by email, without shipping the proofs or run sheets.

**PrintSpec™** (formally Mellow Colour ISOLithO System), along with two new products launched at IPEX – **RetroSpec™** and **InkSpec™**, provide total colour consistent solutions and will be exhibited on Mellow Colour's stand - 09-D25.

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To download this press release and its accompanying images, please use the following Internet address: [www.bespoke.co.uk/clients/Mellow%20Colour/MelEng1016.htm](http://www.bespoke.co.uk/clients/Mellow%20Colour/MelEng1016.htm)

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**About Mellow Colour:**

Mellow Colour Ltd was founded in 2003 by Alan Dresch, a specialist in colour reproduction, to develop and supply software tools and technical training to printing companies wishing to implement ISO 12647. In practice, Mellow Colour's range of products allows quick identification and the resolution of colour reproduction problems and maintenance of colour standards. Its flagship product, the award winning **PrintSpec™** software, delivers consistent colour from proof to press, from press to press, and from one print run to another.

**For further information please contact:**

Alan Dresch  
Phone: +44 (0) 1386 421 534  
E-mail: [alandresch@mellowcolour.com](mailto:alandresch@mellowcolour.com)  
Website: [www.mellowcolour.com](http://www.mellowcolour.com)

Ella Callaghan  
The Bespoke Agency  
Phone: +44 (0) 1737 215 200  
Fax: +44 (0) 1737 358 681  
E-mail: [ella@bespoke.co.uk](mailto:ella@bespoke.co.uk)  
Website: [www.bespoke-international.com](http://www.bespoke-international.com)