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## **New version of Mellow Colour's PrintSpecFlatline to Support X-Rite's New EasyTrax**

***Feature-rich press side color control and GRACoL, SWOP and ISO standards compliance now within reach of small to mid-size process printers***

**GRAND RAPIDS, Michigan and Evesham, UK, September 9th 2009** – X-Rite, Incorporated (NASDAQ: XRIT), the world leader in color management, measurement and communication technologies, and Mellow Colour, a developer of color verification software, today announced that the newest version of PrintSpecFlatline – Mellow Colour's popular GRACoL, SWOP and ISO verification software – has been enhanced to work with X-Rite new EasyTrax semi-automated press-side color scanning control solution. The new version of PrintSpecFlatline will be unveiled at Print 09 in Chicago (booth number 6865, McCormick Place, Chicago Illinois, September 11th-16th 2009).

Combined with EasyTrax, PrintSpecFlatline will regularly monitor press runs to ensure they precisely match their customers' quality requirements and meet industry specifications and standards such as ISO, GRACoL or SWOP. The combined solutions will also give printers a fast and accurate indication of their ink key settings to enable the printers to achieve uniformity of ink across the sheet.

Benefits include reduced make-ready times, reduced waste, GRACoL, SWOP or ISO conformity, Grey Balance validation, DryBack calculation, TVI curve recording for fine tuning of plates and Print run statistics database.



“The benefits of printing accurately to independent, international standards will not only create an efficient workflow and reduce waste; PrintSpec is also a distinct marketing advantage in color critical printing”, commented Harry Carson, Mellow Colour’s Technical Sales Manager.

PrintSpecFlatline will generate detailed PrintSpec pass/fail reports from the small PrintSpec strip embedded in the press control bar along with production CMYK printed work. This system, combined with EasyTrax will be much quicker than the typical hand held device usually used, and will provide a full PrintSpec report press side.

“Our IntelliTrax customers have enjoyed PrintSpec’s advanced reporting tools for some time. We are very pleased that Mellow Colour has now optimized PrintSpecFlatline to work seamlessly with our newest system, EasyTrax, to help printers of all sizes and budgets maximize their process control efficiency by printing to international standards, comments Laura Pursley, senior product manager for pressroom solutions at X-Rite.

**About X-Rite**

(NASDAQ: XRIT) X-Rite is the global leader in color science and technology. The company, which now includes design industry color leader Pantone, Inc., develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services. X-Rite's expertise in inspiring, selecting, measuring, formulating, communicating and matching color helps users get color right the first time and every time, which translates to better quality and reduced costs. X-Rite serves a range of industries, including printing, packaging, photography, graphic design, video, automotive, paints, plastics, textiles, dental and medical. For further information, please visit [www.xrite.com](http://www.xrite.com)

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