



J.M. FRY INKS
A FAMILY COMPANY



THE COLOR OF KRAFT CORRUGATED STOCK ***AFFECTS YOUR PRINTED COLOR***

Substrate color changes the way ink looks — and can cause inconsistencies throughout a production run.

LIGHTER KRAFT
(Lighter, more yellow)



MEDIUM KRAFT
(Standard)



DARKER KRAFT
(Darker, more brown)



WHY IT HAPPENS

Kraft corrugated board is not a bright white surface. Its natural brown and yellow tones show through the ink, changing how the color appears.



- ✓ Darker stock makes colors appear duller and browner.
- ✓ Lighter stock makes colors appear brighter and more vibrant.
- ✓ Changes in shade, moisture, or recycled content can vary the board color.

THE IMPACT



Printed color can shift even when ink and press settings stay the same.



Inconsistencies may appear from the beginning to the end of a production run or from pallet to pallet.



Can lead to customer complaints, rework, waste and increased costs.

BEST PRACTICES FOR MORE CONSISTENT RESULTS



Know your stock.
Identify and communicate Kraft board color changes before you run.



Use the same board throughout the run
to keep color variables to a minimum.



Adjust ink and settings
as needed to match the actual board color.



Check color often
during the run, especially when stock changes or a new pallet is started.



Work with your J.M. Fry representative.
We can help you get the best, most consistent color on Kraft.

Better Color. Fewer Surprises. Higher Quality.

THAT'S THE J.M. FRY DIFFERENCE.