J.M. FRY INKS
A FAMILY COMPANY

PANTONE COLOR LOOKS DIFFERENT ON DIFFERENT SUBSTRATES

SAME PANTONE. DIFFERENT SUBSTRATE. DIFFERENT RESULT.

Even when the same Pantone-matched ink is used, the printed color appearance can shift depending on the substrate. Kemi, mottled white, and kraft each affect brightness, cleanliness, warmth, and overall color consistency.

1. KEMI

QUALITY PRINTING ★ JM FRY INKS – EST. 1937 –

PANTONE 286 C

Brightest, cleanest, and strongest color on a smooth, bright white surface.

2. MOTTLED WHITE

QUALITY PRINTING ★ JM FRY INKS – EST. 1937 –

PANTONE 286 C

Slightly softer, slightly muted, and a little warmer. Less crisp due to surface variation and tiny fiber flecks.

3. KRAFT

QUALITY PRINTING ★ JM FRY INKS – EST. 1937 –

PANTONE 286 C

Duller, darker, and warmer. Natural board tone absorbs light and shifts the color.

SUBSTRATE CHOICE CHANGES COLOR APPEARANCE

1 WHY IT HAPPENS

- Substrate shade affects reflected color
- Surface smoothness changes ink holdout
- Absorption changes strength and density
- Natural board tone shifts the final look

2 WHAT YOU'LL SEE

- Kemi = brighter, cleaner color
- Mottled white = softer, slightly muted color
- Kraft = warmer, darker, duller color
- Color consistency can drift if stock changes during the run

3 HOW TO CONTROL IT

- Approve color on the actual substrate
- Verify board type before production
- Pull samples and compare often
- Adjust ink and settings as needed
- Communicate substrate changes immediately

1 CHECK SUBSTRATE — Confirm the correct board and surface.

2 VERIFY SHADE — Verify substrate shade and consistency.

3 MATCH COLOR — Match ink to the approved Pantone color.

4 MONITOR RUN — Monitor color throughout the production run.

5 SAMPLE OFTEN — Pull samples often and compare to standard.

IMPORTANT: A Pantone formula does not look identical on every substrate. If the substrate changes, the printed color can change too.

BOARD VERIFIED · COLOR CHECKED · RUN MONITORED · SAMPLES PULLED

BETTER SUBSTRATE CONTROL. BETTER COLOR. BETTER RESULTS.

CHECK. MATCH. MONITOR. EVERY TIME.