



# J.M. FRY INKS



A FAMILY COMPANY

## UNCOATED VS. COATED PANTONE COLORS

**Same formula. Different surface. Different look.**

Coated and uncoated Pantone references show how the same color appears differently on different paper or substrate surfaces. The substrate changes brightness, sharpness, ink holdout, and overall appearance.

### COATED (C)



PANTONE 213 C



Brighter / cleaner appearance



More vibrant color



Sharper detail



Ink stays more on the surface

### UNCOATED (U)



PANTONE 213 U



Softer / muted appearance



Less gloss



Slightly darker or flatter look



More absorption into the sheet

### WHAT CHANGES?



#### SURFACE SMOOTHNESS

Coated stock is smoother; uncoated is more porous.



#### ABSORPTION

Uncoated papers absorb more ink.



#### BRIGHTNESS

Coated reflects more light; appears brighter.



#### DETAIL

Coated shows crisper lines and fine detail.



#### PERCEIVED COLOR STRENGTH

The same formula can look different in strength.

### WHY THE SAME PANTONE CAN LOOK DIFFERENT

- ✓ Texture of the substrate changes how ink sits and dries.
- ✓ Coated stock reflects light differently, making colors appear brighter.
- ✓ Uncoated stock absorbs more ink, making colors appear softer or darker.
- ✓ The final appearance depends on the substrate, not just the formula.

### HOW TO CONTROL EXPECTATIONS

- 1 Confirm whether the target is coated or uncoated.
- 2 Match the Pantone standard to the actual substrate.
- 3 Pull drawdowns or press samples on the actual stock.
- 4 Review color under proper lighting.
- 5 Communicate substrate changes before production.



**IMPORTANT:** A Pantone formula is not automatically identical across coated and uncoated stocks. Always compare color to the correct reference and actual substrate.

**BETTER SUBSTRATE MATCHING. BETTER COLOR EXPECTATIONS. BETTER RESULTS.**

**CHECK. MATCH. VERIFY. EVERY TIME.**