



J.M. FRY INKS



A FAMILY COMPANY

HAND PROOFER COLOR SWATCH PROCESS FOR WATER-BASED INKS

CONSISTENT PROOFS. BETTER COLOR DECISIONS.



1 WHY HAND PROOFS MATTER

- ✓ Verify the ink formula before production
- ✓ Show how color will appear on the target substrate
- ✓ Check strength, shade, and consistency
- ✓ Support customer approvals and press-side decisions
- ✓ Reduce trial-and-error, waste, and rework

3 WHAT A GOOD SWATCH LOOKS LIKE



- Smooth, even film
- Clean color laydown
- No streaks, skips, or chatter
- Accurate shade and strength
- Clearly labeled and repeatable

4 COMMON PROBLEMS TO AVOID



- Dirty or damaged hand proofer
- Uneven pressure or speed
- Too much or too little ink
- Wrong substrate for the comparison
- Incomplete drying before evaluation
- Poor pH or viscosity control

2 STEP-BY-STEP PROCESS

1



PREPARE THE INK

Mix thoroughly. Check pH and viscosity. Adjust only if needed.

2



SELECT THE SUBSTRATE

Use the actual stock whenever possible. Label the sample clearly.

3



APPLY THE INK

Place a consistent bead or amount of ink at the start of the drawdown area.

4



RUN THE HAND PROOFER

Use even pressure and a smooth, steady motion for a uniform film.

5



DRY AND EVALUATE

Let the swatch dry fully. Compare color under proper lighting.

6



RECORD THE DETAILS

Note formula, substrate, pH, viscosity, date, and any adjustments.



IMPORTANT: A hand proof is only as reliable as the process behind it. Ink condition, substrate, pressure, and drying all affect the final swatch.



pH
CHECKED



VISCOSITY
VERIFIED



SAMPLE
LABELED



COLOR
EVALUATED



RESULTS
DOCUMENTED

CHECK. PROOF. VERIFY. EVERY TIME.

BETTER COLOR APPROVAL. BETTER CONSISTENCY. BETTER RESULTS.