

## FAQ for InkFormulation users of PantoneLIVE



### How does PantoneLIVE help me in InkFormulation?

In the preparation of inks in packaging applications, PantoneLIVE provides precise digital color references for PANTONE® colors that take into account factors such as substrate, ink film thickness and print process. The spectral data yields a precise target color from which to create an appropriate formula for the intended print application.

### How does licensing for PantoneLIVE work?

PantoneLIVE licenses are an annual subscription to access PantoneLIVE specific to a single user, software title and workstation. User can connect to the PantoneLIVE Cloud over the Internet in order to download and use up-to-date digital color standards that represent PantoneLIVE identities, including libraries of brand-owner color standards for which a user is approved.

A 90-day PantoneLIVE license is now included with Ink Formulation Software (InkFormulation), and a software activation key is sent to each InkFormulation end-customer via email. The email contains an Internet link that can be used to claim the 90-day PantoneLIVE license with a [My X-Rite](#) account. Users who do not already have an account can create a [My X-Rite](#) at [www.xrite.com](http://www.xrite.com).



Once the PantoneLIVE license for InkFormulation has been claimed, users can connect to PantoneLIVE from InkFormulation. In InkFormulation, clicking the the link to download PantoneLIVE color standard data will prompt the user to enter their [My X-Rite](#) user name and password in order to access PantoneLIVE color libraries.

### What do I need to start using PantoneLIVE?

- Your InkFormulation software (version 6.1 or higher) and a PantoneLIVE license
- An Internet connection
- A spectrophotometer meeting XRG, within certification, using the M0 measurement condition
- An InkFormulation assortment created with a certified XRG spectrophotometer in M0 mode
- Optionally, the use of the appropriate NetProfiler capability
- For transparent or translucent materials, please use Munsell backing material behind measured samples (which is compliant with ISO 13655:2009 Annex A.3) and available from X-Rite in either A4 or A3 size and quantities of 12 or 52 sheets.

### Does PantoneLIVE specify the pigments used in each color reference?

The actual pigment combinations are not part of the metadata included with PantoneLIVE, however the spectral data is provided. InkFormulation can be used to develop recipes with good spectral matching and low metamerism based on the PantoneLIVE characteristic data.

### How do PantoneLIVE colors compare to standard PANTONE Colors?

PantoneLIVE dependent standards are digitally characterized, representative examples of PANTONE colors reproduced using package printing processes and typical substrates. Since PantoneLIVE is always up to date, when new PANTONE colors are added, PantoneLIVE colors are also created so references are always up to date.

### What type of spectral data is available from PantoneLIVE?

All generic libraries in PantoneLIVE contain spectral data which are measured in compliance with the M0 condition specified in the standard ISO 13655, with an instrument geometry of 45/0 and a spectral range of 380nm – 730nm. The instruments used to create the PantoneLIVE spectral data also further conform to the X-Rite Graphic Arts Standard (XRG) response.

When working with PantoneLIVE references, it is important the ink assortments accessed in InkFormulation were created using the same M0 and XRG conditions in order to create reliable and accurate ink recipes.

### What PANTONE and PantoneLIVE Libraries can be accessed with my PantoneLIVE License?

There are many PantoneLIVE Packaging libraries available to all users of PantoneLIVE. The most up-to-date library specification can be found at [www.pantone.com/live](http://www.pantone.com/live) under the heading [> library specs](#).

#### Folding Carton Libraries

- Print processes including Offset Lithography and Flexography
- Substrates including Virgin Carton Board and Recycled Carton Board

#### Label Libraries

- Print processes including Offset Lithography, Gravure and Flexography
- Substrates including Coated Paper and White Film

#### Flexible Packaging Libraries

- Print processes including Offset Lithography, Gravure and Flexography
- Substrates including Coated Paper, Clear Film, White Film, and various Laminated structures

#### Paper Packaging and Corrugated Libraries

- Flexography print process
- Substrates including White Recycled Kraft, White Kraft, Brown Kraft and Coated Paper

### How do I obtain access to Brand-Owner private libraries?

Several brand-owner libraries are available, and each brand owner controls access to these colors. If you are requested to use PantoneLIVE by a brand owner, please enable “Portal Visibility” in your [My X-Rite](#) profile and request access to brand owner libraries by emailing [PLSupport@xrite.com](mailto:PLSupport@xrite.com).

