



Caldera to support PPG trade marked “Voice of Color” Architectural Finishes colors

Caldera, the award winning French leading software editor specialised in large format printing solution and PPG Industries, Inc. a leading manufacturer of coatings, glass, and chemical products announce an strategic technological alliance in order to provide added value colour solutions for large format printing activities.

Caldera will support PPG trade marked “Voice of Color” Architectural Finishes colors in a strategic technology move to provide wide format digital printers with PPG decoration color codes and values for easy simulation and color matching on any LFP inkjet device supported by the award-winning Caldera RIP solutions.

“This is an excellent opportunity for us to partner with Caldera. Their knowledge of the industry provides their customers with the best possible print methods which is one of the reasons we offered The Voice of Color palette to their offering. The palette of 1,890 colors offers fine gradations of colors that offer users a broad range of colors to choose from and arrive at exactly the colors they need.”

Dee Schlotter, Brand Manager, The Voice of Color, PPG Industries.

PPG was selected by Caldera for being the market leader manufacturing company in paints and coatings, offering unique color palettes designed to echo the growing interest in the ecological/environmental movement and represent the cultural shift toward balance and authenticity as well as the quest for more organic and eco-friendly colors in the home.

Under the Pittsburgh® Paints, Olympic®, Porter®, Monarch®, Lucite® and PPG HPC (High Performance Coatings) brands in the US, PPG produces paints, stains and specialty coatings for commercial, maintenance and residential markets. It is also the producer of Sigma, Seigneurie, Johnstone's and other brands of residential and commercial paints for Europe, the Middle East, Africa and French Overseas.

PPG's unique position as a color leader in multiple markets allows it to observe and translate emerging global color trends for its customers' applications—from consumer goods to automotive color; from residential to commercial to industrial design.

Caldera is on the front line of the fast moving industry of wide format digital printing and is aware of the complexity to match colors when not being identified scientifically through LAB values that are device independent. In order to facilitate the printing mission of its customers and extend the Caldera color matching capabilities beyond pre-press colors, Caldera is proud to include now PPG Architectural Coatings to the pre-press and industrial colors world of wide format printing.



THE VOICE OF COLOR

Caldera Graphics is a software company specialized in color management, imaging and driving of large format peripherals. The Caldera software packages are “production oriented”. With the experience of 17 years in imaging technology development, Caldera Graphics counts thousands customers worldwide.

More infos on www.caldera.eu