

Color Right Communication from Brands to Press in Printing and Packaging Industry

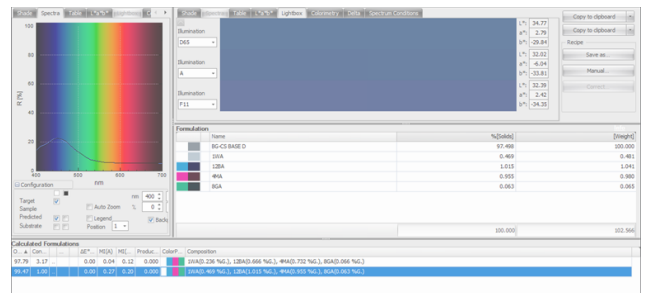
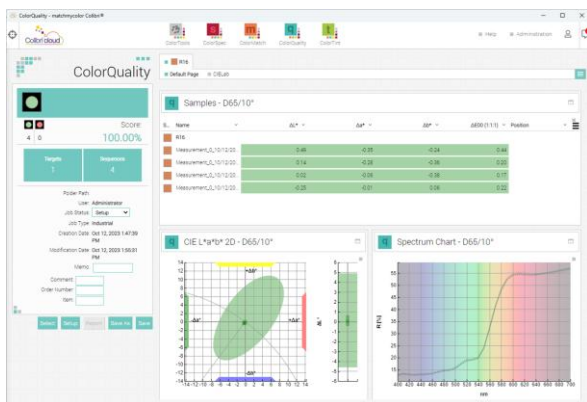
On Thursday of April 2nd, 2026 at Maple Hotel, Bangkok, Thailand

The prepress and printing industry is constantly faced with the challenge of ensuring that customers are satisfied with the way in which their designs are printed. A great deal of time and money are spent on sending printer's proofs and final prints for review and sign off.

Datacolor Colibri ColorQuality software assesses color accurately in production across global supply chains and enhances communication between brands, production and partners regardless of their location. Thanks to its flexible deployment on premises or in the cloud, its compatibility with different measurement instrument types and brands, and its easy user interface, it is the perfect color quality control tool in any production environment.



Datacolor Colibri ColorMatch Formulation Software Colibri ColorMatch software leverages multiflux technology in its advanced color and opacity matching algorithm, resulting in higher first-time match rates, fewer correction steps, and optimized pigment load, saving you both time and cost.



Feature rich color assurance solution

- Speed up the assessment of conformity to a standard with a wide range of illuminant conditions
- Supports common pass/fail criteria, including Delta E: CIE Lab, CIE2000, CIE94, CMS, FMC2 and Hunter Lab
- Support multiple color strength methods to evaluate the quality and consistency of production batches
- Out-of-the-box support for a broad range of spectrophotometers
- 3D gamut viewer and 3D charts provide added confidence to your color approval decisions

Benefits of Colibri ColorMatch Software include:

- Highly efficient matching leveraging multiflux technology of opaque, translucent and transparent colors that allows optimization in terms of first-time match rates, correction steps and pigment load.
- Efficient operations with the ability to adjust pigment selection to application requirements, to replace colorants in existing formulas and automatic updates when changing base materials
- Simplified workflow through pre-defined templates and customizable feature settings in an intuitive user interface
- Compatible with different spectrophotometer brands and instrument types, allowing you to integrate the matching software in your existing lab set-up

Spectro-Densitometer

- The new era in color measurement

SpectroDens is your all-purpose, modern measurement device for every application from pre-press to print. Whether it be in pre-print for verifying proofs, for ongoing quality control at the printing press, during delivery inspection of paper and print products or in a color lab, SpectroDens is exceptionally suitable, no matter which application.

SPECTRO
DENS



It combines the qualities of a highly accurate spectrophotometer and an easy-to-use densitometer. Measurement is spectral, i.e. the entire color information

The spectral fingerprint of the color is precisely registered. The data is converted into measurement data for descriptive analysis and display.

The device works strictly according to the standards valid for the Graphic Industry. It is particularly good at evaluating the Ugra/FOGRA-media wedge because it toggles between colorimetric measurement without polarization filter and density measurement with filter at the push of a button

SpectroDrive Scan-Measurement System

- Quality on the fast track

High quality and productivity

The new generation of the proven Scan-Measurement System SpectroDrive combines decisive advantages:

Precise measurements thanks to an ISO-compliant measuring head, technical reliability and high measurement speed.

It can be fully integrated into the printing process.

The result:

a productivity and quality boost for your printing press.

The system consists of two components: The motorized measurement device scans the complete color bar on a printed sheet within seconds and simultaneously sends the spectral measurement data wirelessly to the PC. Here all relevant information for controlling the printing press is clearly displayed by the ExPresso 5 software.



SPECTRO
DRIVE

datacolor



Seminar agenda

(Time)	Agenda
12.30 - 01.00 pm	Register
01.00 - 01.15 pm	Welcome speech / Opening of the seminar
01.15 - 02.15 pm	◆ Basic Color Science (LAB, ΔE , viewing conditions, substrate effect) & color communication
02.15 - 02.45 pm	◆ Brand Guideline --> Measurable Specification (target, tolerance, M0-M3)
02.45 - 03.00 pm	◆ Press Control & Measurement (Density, TVI, Gray Balance, control strip)
03.00 - 03.15 pm	Coffee / Tea Break
03.15 - 03.45 pm	◆ Spectro in Practice (Spot color measurement, pass/fail logic)
03.45 - 04.30 pm	◆ Digital Color Management Concept (Central database & reporting)
04.30 - 04.45 pm	Questions / Answers
Lecturer	Mr. Chatchai Jiemjaroenvong Deputy Managing Director / Color Expert 
Date - Time	Thursday of April 2 nd , 2026 : 01.00 – 05.00 pm
Venue	The 3 rd floor, Maple 3 meeting room at Maple Hotel, Bangkok

Register section

We would be grateful if you could confirm your participation, together with your personal and company details following as below registration form

1. Company name :

1.1 Name : Surname:

Tel: Email:

1.2 Name : Surname:

Tel: Email:

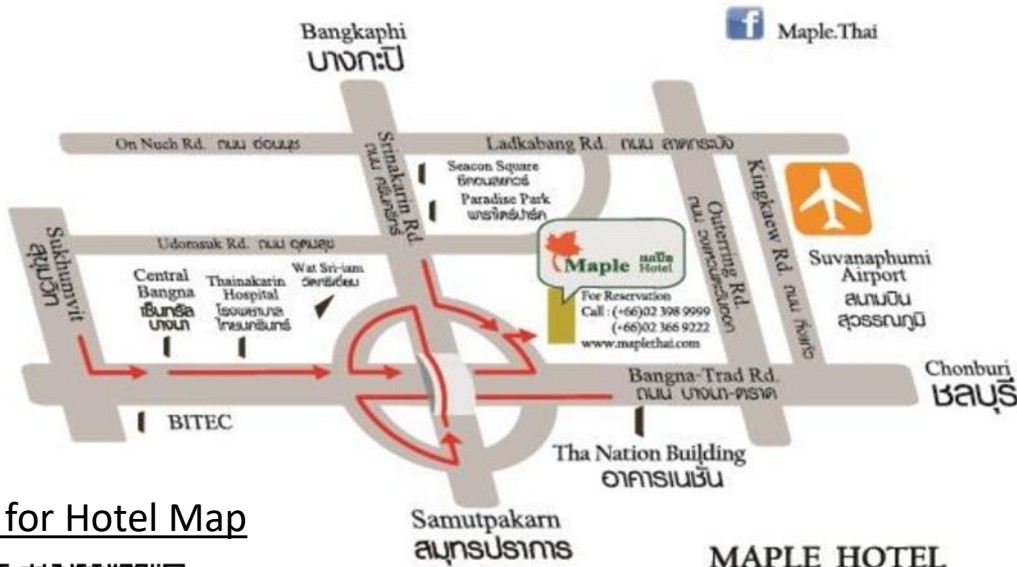
And send this completed register page to this email: admin@colorexpert.co.th or Fax: 02 571 0667
For more information, please contact 02 571 0663-4 or directly contact to our sales persons

- 1. Mr. Somrat Kaewthaworn : 081 829 8909
- 2. Mr. Narongkorn Pradip Na Thalang : 083 779 7663

Scan for online register



Map of Maple Hotel



Scan for Hotel Map



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