

DENS

LEAD QUESTIONS:

1. Are you or your customers measuring CMYK density and dot gain only?
2. Timeline/budget/decision maker?

TARGET ACCOUNT CRITERIA:

- Anyone that is printing ink on a substrate and needs accurate density measurements
- Techkon or X-Rite customers using out date equipment
- Customers measuring color by eye
- Small, Mid, Large printers using any print process (offset, digital, flexo etc.)

ADVANTAGES OF DENSITY MEASUREMENT:

- Reduces waste and increases profit margin
- Satisfy customer need for consistent, repeatable, and accurate color
- Gives you the ability to maintain existing accounts and win new business with customers that are color critical

FEATURES/BENEFITS:

- Cost effective
- This entry-level instrument allows everyone to perform a fundamental densitometric quality control on the basis of the reliable high accuracy well-known from all Techkon instruments
- Durable and energy-saving LED light source
- A multi-channel color sensor evaluates the measuring signal guaranteeing inter-instrument agreement with high-class spectrophotometers
- The integrated Li-Ion battery can be recharged very fast via the USB cable on any USB port. And you can make 10,000 readings on a single charge
- The Dens has an ergonomic and elegant design, making it a useful tool for printers that works well and looks great. The unibody is cut from one piece of aluminum for superior durability



BASIC COST STRUCTURE AND WHAT'S INCLUDED:

MSRP \$2395

- Calibration Card or Plaque
- Device case and USB cable
- Spectro/DENSConnect Software
- 5-Day repair and/or recertification
- Manual with ISO 9000 certificate
- Comprehensive 2-year warranty
- Firmware and software updates
- Live technical support