SpectroDens

LEAD QUESTIONS:

1. How are you or your customers measuring color now?
2. Are you or your customers running color critical jobs?
3. How are you (the printer) communicating color with your customers?
4. Do you or your customers struggle with color issues? Does that cost you/them money?
5. Timeline/budget/decision maker?

TARGET ACCOUNT CRITERIA:

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

ADVANTAGES OF ACCURATE COLOR 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
- Run to the numbers, take out the guesswork



BASIC COST STRUCTURE AND WHAT'S INCLUDED:

MSRP: Basic $4300, Advanced $6200, Premium $7850

- SpectroDens device
- Charging base with calibration tile
- AC adapter with universal plugs
- Device case and USB cable
- SpectroConnect Software
- Manual with ISO 9000 certificate
- Comprehensive 2-year warranty
- Firmware and software updates
- Live technical support
- Free loaner device
- 5-Day repair and/or recertification
- 30-day money back guarantee

FEATURES/BENEFITS:

- **STANDARDS COMPLIANCY**: The SpectroDens includes full support for ISO and G7® methodologies, and fulfills M0, M1, M2, M3 measuring conditions in accordance to ISO 13655.
- **SPEED**: The innovative measurement head allows a single spot measurement approximately every 1 second while the patented, side-aperture design lets you easily position the optics over the desired measurement location for even faster operation.
- **ACCURACY**: A hi-res spectral engine enables spectral sampling in 10 nm intervals from 400nm-700nm
- **VERSATILITY**: Seamlessly switch between spot measurements and color bar scanning up to 43-inches long, with the push of a button, and without the need for additional accessories.
- **ERGONOMICS**: As well as being comfortable and easy to use, no moving parts means the solid-state spectral engine can deliver unbeatable measurement accuracy and repeatability over time.
- **2018 INTERTECH AWARD WINNER**: The judges liked its unique "combination of super-fast measurement speeds, heightened intelligence, and a built-in mode for color bar scanning" and concluded they "foresee SpectroDens4 becoming the spectrophotometer of choice in many pressrooms."