

Pantone(PMS) or Spot colour vs Full Colour CMYK printing.

PMS = Pantone Matching System

We have a lot of customers asking to print their business cards or letterheads in 1 to three spot colours.

Often, these are requests for just one or two sets of cards, and a small run of letterheads.

When we print in spot or 'PMS' colours, a printing press needs to be setup just for that specific job, and inks mixed to achieve your desired spot/PMS colour.

Whereas, we do weekly runs of full colour printed cards and other items. This saves you any setup costs and allows you to print your job in a infinite number of colours.

PMS 354 (Green)

PMS 5395 (Blue)



Card printed in Full colour/CMYK inks



Business Card Printed in 2 Spot/PMS Colours

- Can be printed on any stock you choose.
- You can choose any Pantone/PMS colours.
- Better print quality for white type on solid colour backgrounds.
- Higher cost for small runs.
- Approximate costing:

1000 x Business Cards printed on 350gsm Artboard, 2 PMS Colours 2 sides with sealing varnish \$389.00 (Price will change depending upon stock used).

Business Card Printed in Full Colour

- Choose one of our 10 finishes of card, Smooth, Gloss Matt, Varnished, Raised print etc.
- Set price, no matter how many colours.
- Great for adding photographs and other colour logos and graphics to your cards.
- Colours are close to PMS Colours
- Low cost, economical pricing for individual runs.
- Costings:

1000 x Business Cards printed on 350gsm Artboard, Full colour 2 sides with sealing varnish \$129.