

WHAT IS colorite RANGE⁺?

Colorite Range+ is a faster, smarter and more cost effective method of producing finished art for your packaging range extensions - without creative compromise.

GET IT RIGHT, FIRST TIME!



welcome to
colorite
RANGE⁺

colorite
RANGE⁺ IS A COST EFFECTIVE WAY OF
EXTENDING YOUR PRODUCT RANGE... WITHOUT COMPROMISE

Colorite is at the forefront of flexographic, gravure, carton and label packaging pre-press and pre-press solutions. Our technical excellence and expertise makes us a partner of choice for many household brands and companies. By commissioning Colorite to execute your range extension finished art you are able to bypass the time-consuming process of re-engaging your initial design agency to produce new artwork which in turn is re-engineered by us so that it prints correctly.

HOW DOES RANGE⁺ WORK? **Easy - just talk to us**

Brief us on your requirements. Our specialist packaging team will help your vision and present your range extension (as complete press-ready finished art) back to you - **accurate, on time and on budget.**

ORIGINAL DESIGN → BRIEF: ADD MORE VARIANTS TO EXISTING RANGE



NEW ZEALAND ESTATE
PINOT NOIR



NEW ZEALAND ESTATE
SAUVIGNON BLANC



NEW ZEALAND ESTATE
MERLOT



NEW ZEALAND ESTATE
CHARDONNAY

AN ALL TOO TYPICAL SCENARIO

Your packaging design agency has submitted design ideas and concepts.

The final concept has been accepted, artwork completed and signed off.

Files are given to Colorite, who have trapped the files, colour corrected the images, made copy revisions or adjustments necessary for the job to print correctly and made last-minute amendments to meet the very specific requirements of the printing process.

These files now differ enormously from the originals.

Your new product launch has gone wild and consumers are wanting more. You decide to extend the range.

You contact your design agency. They work from the original and now incorrect files, take what seems an age to adapt the design putting immense pressure on your production deadlines, and charge an exorbitant sum. Finally, after a rather exhausting and time-consuming exercise the line extensions are signed off. OR so you think.

The new files are given to Colorite, who have to trap them, colour correct the images, make copy revisions or adjustments necessary for the job to print correctly and make last minute amendments as your design agency were unaware of the specific requirements of pre-press and the printing process. And so on, and so forth.

RANGE+ PROVIDES A SIMPLE SOLUTION

RANGE+ is a value-added initiative by Colorite designed with you (and your pocket) in mind.

By utilising Colorite's experience and expertise to execute your range extension projects, you are able to bypass the time-consuming and expensive steps of re-engaging your initial design agency only to have their artwork re-engineered by us.

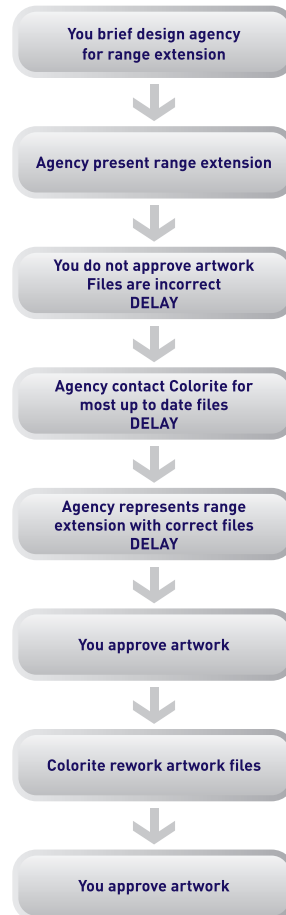
RANGE+ offers a smarter, more cost effective and time efficient method of rolling out your range extensions without creative compromise.

End result: You look good, your range extension looks great, you've got the BTL activity you wanted and thanks to Range+ you've still got money in the kitty.

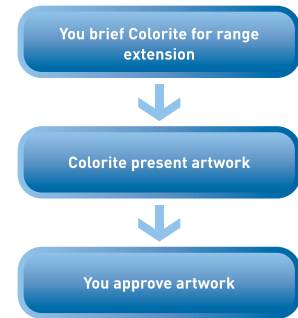
THE ORIGINAL BRIEF



THE TRADITIONAL LINE EXTENSION PROCESS



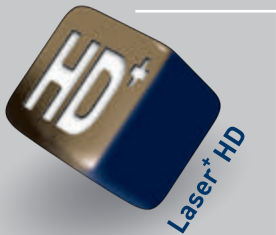
THE RANGE+ METHOD



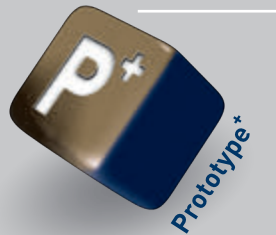
RANGE+
IS A VALUE-ADDED
INITIATIVE BY
COLORITE DESIGNED
WITH YOU AND YOUR
POCKET IN MIND

Here are some of our other services we provide

TALK TO US FIRST



High Definition Flexographic
Plates



Packaging Sampling
Mock Ups



On-line Workflow
Management



Concept to Finished
Prepress

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 **colorite**
GROUP
better...perspectives