



British Promotional  
Merchandise Association Ltd

## COLOUR MATCHING

1. Matching a product to an exact Pantone colour may be desirable but it is not always possible. The same Pantone number can be used on paper, nylon, cotton and plastic and it will appear different because absorbency levels vary depending on the materials used.
2. Care must be taken to quote the correct Pantone reference, not forgetting to state whether it is coated or uncoated, as the two are quite different.
3. NEVER assume that a product can be matched to a Pantone reference, it is possible it can only be achieved if an order larger than the one you wish to place is given.
4. Most suppliers will only offer to 'match as close as possible to a Pantone reference'. So if you are using the same Pantone across and entire range of products it would be advisable to have samples printed. This way you can view them as a range before full production goes ahead, making any changes at a time when the cost element is at its lowest.
5. Always seek the advice of the supplier