

## New PFSi Pantone Scale Launch

*Steve Wood, Product Manager – High End*

Colour reproduction is a daily challenge for all printers, none more so than when matching solid corporate colours or Pantone numbers which need a high degree of accuracy. The screen print process has and still offers printers a highly opaque, colour consistent and cost effective method of printing solid areas of colour onto a variety of different media.

Sericol screen inks have always carried the hallmark of premium quality and reliability, but the key linking this to gaining and securing consumable business has been through the sale and commercial placement of the Pantone scale at customer sites.

The previous generations of Pantone scales, PFS2 and PFS3, used a 'chip' based system, which had every available Sericol ink formula pre-loaded. One of the major drawbacks of the system was that when new ranges were introduced, or there was a need to adjust existing formula, it meant that the chip had to be removed and returned.

To overcome this, Cherlyn has introduced the latest Pantone scale **PFS3i** that will ensure customers are always working with the most up-to-date formula available. Access to this data will be available by downloading encrypted files from the Internet via a PC directly to the scale, thus removing the need to send away for replacement 'chips'.

The main features of the **PFS3i** include:

- Pantone-approved formulations
- Programmable using a PC
- Full 6kg capacity with 1 or 0.1 g resolution
- Own formula storage facility
- Simple operation, step-by-step sequence
- Full feature LCD Display
- Automatic calculation of ingredients for required ink quantity
- Recalculation facility to correct weighing errors
- Multiple language capability – English/French/German/Spanish/Italian.



There are 25 ink systems currently active. Two of these, namely Polyplast PY and Seridisc UR, contain extra ranges (i.e. Metallics and Hi-Lite).

The ink recipes loaded onto the Pantone Formula Scale are as follows:

Aquacolor Gloss **WB**  
Colorstar **CS**  
Displaymaster **XX**  
Mattplast **MG**  
Multidyne **LY**  
Multiflash **UZ**  
Multispeed **IQ**  
Nylotex **NX**  
Omniplus **UL**  
Pioneer Ultra **YC**  
Plastijet **XG**  
Polyplast **PY**  
Polyplast **PYEL**  
Polyplast **PY - Metallic**  
Seridisc **UR - Classic Silver**

Seridisc **UR - Classic White**  
Seridisc **UR - Hi Lite**  
Seridisc **UR - Metallic**  
Seristar **SX**  
Texiscreen Aqua **AJ**  
Texopaque Advantage **ON**  
Texopaque Classic **OP**  
Uvipak **NG**  
Uvispeed 2000 **UG**  
Uvispeed Gloss **UG**  
Uvispeed Gloss **UX**  
Uvivid Flexo **JD**  
Uvivid Rotary **RN**  
Uvivid Screen **CN**  
UvXtra **VB**

Cherlyn will pre-load these data files onto the new or upgraded scale, leaving room, as before, for additional custom formulations. Programming software called FormulaMaster will be required to manage the access to the scale via a PC and this will be provided on a CD when shipped.

As Pantone release additional colours (we are now up to 1677 from the original 1117), the remaining available space can be used for these.

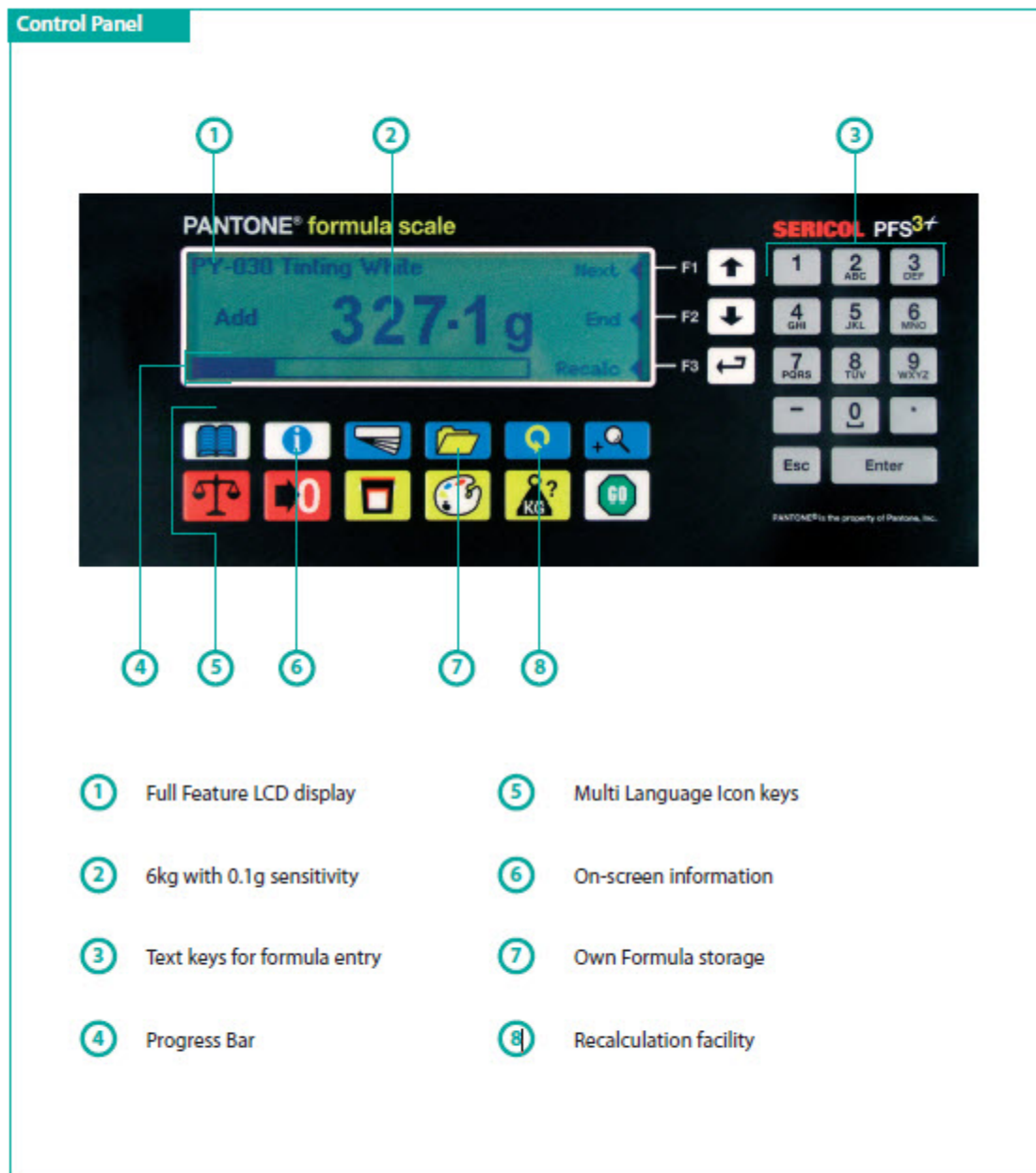
### **Programming the Scale:**

**FormulaMaster** – this software is used to manage formulation sets – ink + pigment systems, base names (components), guides (books of recipes) and recipes. Recipes can be referenced by name or in a variety of number formats.

**Programming Formula Scale** – PFS3i can take up to 64 ink systems and 30,000 recipes. Programming of recipe data to the formula scale PFS3i requires the correct software, which includes encryption routines unique to an individual formula scale. The printer cannot update a formula scale without the correct program, providing a high degree of security.

**Remote Updating of Recipes** – optional **Data Manager** and **Scale Programmer** applications are created as a matched pair sharing an encryption key to allow for encryption and decryption of recipe data. **Data Manager** software encrypts new sets of recipes from **FormulaMaster** for distribution to end-users. Data can be restricted to use by a specific formula scale. Recipe data is encrypted and so cannot be accessed by third parties. Matched **Scale Programmer** application then decrypts the data and programs the formula scales with it. The software also includes the encryption routines unique to an individual Formula Scale.

The Formula Scale range is developed & manufactured in the UK by Cherlyn Electronics Ltd.



### So what does this mean for the scales that are already at customer sites?

Both the original PFS2 Pantone Scale and the current PFS3 Pantone Scale can continue to be used as before but the 'chip' can no longer be updated, as this technology is now unavailable. This means that customers wishing to replace their old scale or update their existing unit have the following options:

Option	Product Code	Description	What does the customer do with existing scale?	Who do I send the scale to?	List Price
1	<b>CJE15</b>	Brand new <b>PFS3i</b> Scale	N/A	N/A	£4298.50
2	<b>CJE16</b>	Customers with existing <b>PFS3</b> wanting to upgrade to PFS3i	<p>a) For all Fujifilm subsidiaries the PFS3 scale must be boxed and returned directly to Cherlyn for upgrading.</p> <p>b) For all Direct Export customers the PFS3 scale should be boxed and sent to Broadstairs.</p>	<p>a) Scale must be sent directly back to Cherlyn. The local business will be charged for carriage.</p> <p>b) Scale should be sent to Abigail Jackson.</p>	£675.35
3	<b>CJE17</b>	Customers with existing <b>PFS2</b> can trade in for the new PFS3i version at a discount*	Remove EPROM 'chip' from the scale and send to Cherlyn along with a photo of the serial number. Scale must then be destroyed locally.	N/A	£3798.50

\* Please note that the customer name and machine serial number needs to be confirmed at the time of order.

## Frequently Asked Questions:

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Q. When will the Scale be available?

A. *From October 1<sup>st</sup> 2012*

Q. Can I upgrade a PSF2?

A. *No. It does not have a PC connection on it.*

Q. Can I transfer my own custom recipes electronically?

A. *No. Customers own formulae cannot be transferred electronically as the older scales do not have PC connection facilities. However, customers can re-configure their own formulae and re-install when the upgraded/new scale is returned.*

Q. How many custom recipes can I keep on the new scale?

A. *This number is currently limited to 100, so if a customer has more, their file system may have to be re-configured. Cherlyn will carry out transfer of customer formulae, and there will be a nominal charge for this service of £75.*

Q. What should I do with my own formulae if I re-programme?

A. *Make sure you keep the recipes on a spreadsheet as this will help when you come to reload them.*

Q. Will I have to pay for the Programmer software?

A. *No.*

Q. How will I know how to use the software?

A. *There is an easy-to-follow user setup guide (Read Me) on the CD.*

Q. Can Cherlyn remotely add any updates?

A. *Yes. Provided you have the right encryption software installed.*

Q. How will the trade-in for an old PSF2 operate?

A. *Provided you can show 'evidence of disposal', a discount of £500 will be applied.*

Q. How do I prove 'evidence of disposal' of an old scale?

A. *The internal programme card should be sent back to Cherlyn, along with a photo of the serial number of the scale.*

Q. How do I manage the discount?

A. *Select the appropriate code – CJE17 - you will simply pay a reduced price of £3798.50 giving an effective trade-in discount of £500 (applies for a limited time of 6 months).*

Q. What happens if the scale needs repairing?

A. *For all Fujifilm businesses the scale can be shipped directly to Cherlyn.*

*For all direct export markets please contact Abigail Jackson in Broadstairs:  
[Abigail.Jackson@fujifilmsis.com](mailto:Abigail.Jackson@fujifilmsis.com)*

Q. How do I ship it?

A. *Use the box it was delivered in.*

Q. Who pays for the shipping costs?

A. *It is the responsibility of the customer.*

Q. What is Cherlyn's address?

A. *Cherlyn Electronics Ltd., Unit 3, 109 Fordham Road, Snailwell, Newmarket CB8 7NB, England.  
+44 (0) 1223 424169 [www.cherlyn.co.uk](http://www.cherlyn.co.uk)*