

## Dion Label Printing Color Agreement

Thank you for choosing Dion Label Printing, a part of Inovar Packaging Group, for your application. This document explains the difference between printed press proofs and electronic proofs (PDF). Printed press proofs are the only way to review color accurately. Electronic proofs are for content review only. By proceeding with an electronic proof, you are waiving the option of reviewing color prior to printing.

Dion Label Printing uses industry standard systems, samples and measurement tools for printing colors within generally accepted tolerances. The wide variety of methods for displaying, printing and viewing colors in intended lighting conditions increases the opportunity for variance between expected and actual results. When the most accurate match is of great importance, printed press proofs should be ordered to assure satisfaction.

Once a color standard is established, Dion Label Printing will maintain color consistency within a label production run and for subsequent orders of the same product and similar ones using the identical color scheme. When necessary, tolerances beyond the industry norm may be achieved and maintained as part of a separate agreement.

Without ordering a printed press proof generated by Dion Label Printing, there will be no opportunity to adjust color interpretations prior to the initial production run and consequently, no grounds to return labels for credit if the printed colors fail to meet expectations.

I understand Dion Label Printing recommends a hard-copy, printed press proof before I approve my order for initial production. By approving my PDF proof, I agree Dion Label Printing will not be held responsible for color interpretations that do not confirm to an anticipated result.

If you would like a more detailed explanation of "why your colors may not match," even when they are printed from the same file construction, contact your customer care representative for additional information.

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