SPOT
matching system
SMS G-20
SMS J-20
SMS K-20
SMS Africa 1o
SMS J-11b
The Colour of Anything!

SPOT
matching system

SMS G-20 SMS J-20 SMS K-20
For Print For Web For TV

The Spot Matching System (SMS) is a device independent colourspace that covers all current universal colour spaces: sRGB for online viewing, REC.709 RGB for Television and ISO 12647 standards (Fogra/G7/Japan Standard 2011) for CMYK printing, digital and analog.

On one hand brands can select their SMS colour palette. Today we have 6 versions of the Spot Matching System, - each containing a whooping 2.607 colours and recently we launched our first Skin Tone colour palette. We are currently adding **SMS Images**, - a unique image converter aimed at brand owners, photographers and designers (the SMS Image Composer), which converts RGB images to rock solid and visually correct SMS sRGB format, ensuring that all colours of the image are publication ready within the requested SMS colour space.

The purpose of SMS is in short to enable brands to market their brand in their actual colours in all relevant media. SMS colours could be referred to as marketing colours that can be used as stand-alone brand colours for a logo etc. but can also be applied to digital photographs and used in any manufacturing sector by simply matching the CIELAB/LAB value of the target SMS colour(s).

SMS colours can be proofed accurately on proofing devices capable of proofing to ISO 12647-7, printed in offset printing, flexo printing, gravure printing and digital printing and they can even be printed quite accurately on select desktop printers that can be found in offices around the world.

Using older, traditional colour matching systems typically means that the colours chosen for the brand, - be it a product manufacturer or a simple accounting business can be printed accurately with a premixed proprietary ink on one type of substrate but cannot be correctly presented in all relevant media, - on social media/online, on Television or in mainstream CMYK printing.

The name of our system - Spot Matching System, may seem like a contradiction, since we are promoting just about everything besides the use of spot colours for brand identification.

However, we have set out on a journey to redefine the definition of "spot colour".

For us a spot colour is a tiny little speck - perhaps 1 mm in diameter that contains a certain colour, - regardless of how it was reproduced. You may see this little speck on your screen or you may see it on a piece of paper or even on a wall you pass, but it is a little coloured speck that we refer to as a spot colour - and hence we have the Spot Matching System, colours that are only defined by their fixed LAB value, - regardless of how it was reproduced and nothing else.

The fact is that the Spot Matching System, which was presented for the first time on December 1st 2018, - on our Icelandic Independence Day, was invented by a guy called Ingi Karlsson and is thus distributed by his company Spot-Nordic (www.spot-nordic.com), so the new Spot concept is older than 7-8 years old. Ingi has been obsessed with colour and colour management since the dawn of time. He was the first Ugra Certified Expert to graduate - in 2007 and before that he had been a colour obsessed offset printer for almost 20 years. Ingi actually got the idea for the Spot Matching System around 2000 and did some experiments already back then, when, to his dismay, he realized that spot colour printing was gradually being replaced by process colour printing - CMYK. Until this time CMYK had been reserved only for printing of "full colour" photographs.

We have prepared a free demo version of our SMS Standard Home & Office v7 colour palette, containing 100 SMS colours that brands owners, designers and printers can play with, that shows approximately how our system is built up and how it works.

We have furthermore created several training videos at www.spotmatchingsystem.com/info, that show exactly how the SMS colours should be used for design and how they should be prepared for CMYK printing.

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The SMS colour palettes are delivered in sRGB format, so they are in fact ready for web design. They are delivered in PDF format and ASE format (Adobe Swatch Exchange) enabling import of the SMS colour swatches to Adobe and Affinity apps for instance.

For brand design - where the designer is using specific colours for a specific brand, we strongly advise against using the enormous ASE colour palettes, but rather recommend that the designer pick out the colours he or she likes from the PDF bitmap colour palette and then create their own customer specific bitmap or ASE colour palette in sRGB format, which can then be used safely across different software platforms for any job that needs to be done for the brand.

We offer brand owners, designers and prepress specialists training in how to use SMS colours correctly, how to check if they are correct for any purpose. The training that we call SMS READY Expert training is highly recommended for anyone that works with colour. SMS READY Experts are our contact people at brands, design agencies and print shops and we are always here to assist our SMS READY Experts if they need assistance with an SMS job.

Free instruction videos on how to use SMS colours in design are available at www.spotmatchingsystem.com/info.

The heart of our system is the **SMS READY Workflow**, which describes exactly what the designer and the printer have to do, to ensure correct use and reproduction of SMS colours. The free SMS READY control strip is the tool used to check if, not only SMS colours but, ALL colours (including images) within a CMYK/ECG layout are correct - or not.

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Step 1

Paper chosen for the job. Check with the print shop if that paper is available, - or pick an alternative that is available. Agree on CMYK icc profile based on the paper.

Job prepared.

All SMS colour graphics converted to the agreed upon CMYK print standard (Fogra or G7 for instance). SMS control strip included within the job if possible, along with the SMS colours to be printed.

Images (300 dpi) either left in Adobe RGB format or converted to the CMYK destination.

PDF exported in Press Ready format with the CMYK icc profile embedded.

SMS READY Expert at the agency should double check all SMS colours before the PDF is sent.

Step 2

PDF received by the print shop.

SMS READY Expert on site double checks all SMS colours or at least the SMS control strip and makes sure that they are correct, before sending the PDF to prepress.

Job description is written, including to what print standard the job should be printed.

Paper allocated. The embedded CMYK icc profile should fit the chosen papertype.

If something is unclear, contact agency and get confirmation of paper, including grammage in writing.

Step 3

The job is printed.

The printer/press operator should measure the SMS control strip colours and confirm that all colours are within the requested dE00 that the SMS READY print shop has promised.

If the colours of the SMS control strip are out of dE00, something is wrong.

If the dE00 of the SMS control strip is as expected it is safe to print the job.

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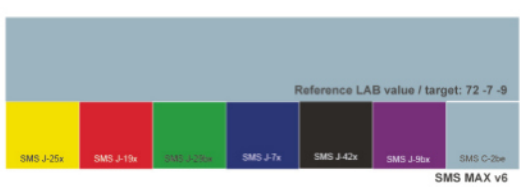
SMS READY



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PRODUCT CATALOG

SWITCH

SMS J-25 SMS J-19 SMS J-29b SMS J-7 SMS J-42 SMS J-9b SMS C-2be

P10 SWITCH: Switch your brand colours to custom 3C SMS colours

Switch your exisiting logo/brand colours, photograph(s) or page to 3C (Cross-media, Colour Consistent) SMS colours (ECO, Standard, Standard Home & Office, MAX, MAX Home & Office or SuperMAX).

Included in this purchase is a lifetime brand license for the new logo, ensuring access to Spot-Nordic colour services. The new SMS logo is delivered in sRGB format and **one print variation of your choice** – say your most used CMYK condition – for instance FOGRA39 or GRACoL CRPC6 – see supported print conditions for SMS colours here.
Each extra print condition required can be purchased from Spot-Nordic for EUR 50 each if needed.

This option is ideal for brands or companies that would like to keep their options open – i.e. to keep their old logo and brand identity similar, while having the option of gradually switching to SMS colours, to ensure future proof Cross-media Colour Consistency.

Please email the sRGB (web version) of your current brand colours in either ASE format or as a PDF to support@spotmatchingsystem.com and make sure that you specify to which SMS colour standard you would like us to convert your brand colours – see an overview of support icc profiles for our SMS colour systems.

If you do not have your brand colours available in ASE swatch format, for best results make sure that each individual colour of the logo/brand identity is shown separately – preferably in the form of a colour patch within the layout you prepare, similar to our SMS colour patches. Each such colour will be issued a unique SMS colour name. Feel free to name each of your colours, in which case they will be filed accordingly, followed with the SMS colour name – for instance Blue Moon SMS RS-1x (in case you pick out the SMS MAX colour palette as your SMS brand colour standard of choice).

If you do not know the original colours of your logo, we can still convert the logo to the requested SMS colour standard and the new SMS logo will simply be saved in our files under your name according to your preferences.

Your new SMS colours/logo/images and your named custom SMS colours will be on file at Spot-Nordic as of the purchase and print shops and manufacturers can order colour services from Spot-Nordic to ensure correct reproduction of your respective SMS colours.

You may also want to consider our full service SMS subscription for your brand, which includes free colour services and support by Spot-Nordic during the subscription period - see further information on our SMS subscription plan for brand owners here.

Further details / Order Price: EUR 180

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P20xImage MAX version: SMS MAX image delivered in sRGB format

SMS images is a new service that allows brands, photographers, designers and publishers to optimize their images for web, Television and CMYK for a uniform and predictable visual experience across media.

You simply need to send your finalized RGB image you wish to use for marketing of your brand – or for any public use (book cover, packaging cover or whatever) with the RGB icc profile – typically Adobe RGB or eciRGB icc profile embedded to the image to support@spotmatchingsystem.com. If you are a first time customer, we will email you a total of 4 variations of your first image, where we present our SMS Perceptual, Relative colourimetric rendering and our Perceptual rendering with 3 different colour boost levels – MIN, Normal and MAX, to help you pick your preferred image appearance for future orders.

You are of course welcome to send images that you have already used for marketing or publication, just to compare it to what you got, when you actually used the image for promotion and then you can decide for yourself, whether you would have preferred the various versions you got with your original image or if you would prefer SMS images for all media moving forward instead.

Of course the same applies to our SMS images as to our SMS colours: If you would like to actually SEE what they look like, you have to view them in sRGB format on a display that is calibrated and capable of displaying at least 100% (or at least 99%) of the sRGB colour gamut. Most decent monitors offer this and many laptop displays as well – but not all.

The SMS MAX image, delivered in sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on coated paper in a few simple steps.

See supported colour spaces for your sRGB P20x images here.

SMS images support the basic idea behind the Spot Matching System, i.e. that you create your design in sRGB first, present it to your customer (who can simply view your artwork on his laptop or his smart device) and once approved, if you need to print your SMS images you either convert your sRGB SMS image to CMYK yourself, or order the print variation from sms@spot-nordic.com and replace the sRGB image with its CMYK counterpart in your print layout.

Feel free to contact support@spotmatchingsystem.com at any time. You may also place your order there. We will need your company name and full address for invoicing, along with an email address for invoicing and optionally an email address for technical support.

Further details / Order Price: EUR 30 per image or EUR 80 for all 5 variations

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SKU P20e v7

2.607 labelled ECO colours in sRGB format

P20e v7 ECO version: 2.607 labelled SMS colours

The colours of this palette are suited for designers in all categories of design. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on just about any type of coated and uncoated paper, including newspaper/recycled, uncoated paper. Requires at least the P60 colour space (60% sRGB).

Further details / Order palette Price: EUR 140

SKU P20o v7

2.607 labelled Standard colours in sRGB format.

Home & Office

P20o v7 Standard Home & Office version: 2.607 labelled SMS colours

The colours of this palette are suited for designers in all categories of design. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on white, coated and uncoated paper in a few simple steps. The colours of the Home & Office palettes require at least the P60 colour space (60% sRGB).

Further details / Order palette Price: EUR 140

SKU P20 v7

2.607 labelled Standard colours in sRGB format

P20 v7 Standard version: 2.607 labelled SMS colours

The colours of this palette are suited for designers in all categories of design. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on white, coated and uncoated paper in a few simple steps. Requires at least 100% sRGB displays.

Further details / Order palette Price: EUR 140

SKU P20xo v7

2.607 labelled MAX colours in sRGB format

Home & Office

P20xo v7 MAX Home & Office version: 2.607 labelled SMS colours

The colours of this palette are suited for designers in all categories of design. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on white, coated (C) paper in a few simple steps.
The colours of the Home & Office palettes require at least the P60 colour space (60% sRGB).

Further details / Order palette Price: EUR 140

SKU P20xo v7

2.607 labelled MAX colours in sRGB format

Home & Office

P20x v7 MAX version: 2.607 labelled SMS colours

The colours of this palette are suited for designers in all categories of design. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on white, coated (C) paper in a few simple steps.
Requires at least 100% sRGB displays.

Further details / Order palette Price: EUR 140

SKU P20sx v7

2.607 labelled SuperMAX colours in sRGB format

P20 v7 SuperMAX version: 2.607 labelled SMS colours

The colours of this palette are suited for designers in all categories of design. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or ECG (Extended Colour Gamut) for printing on white, coated (C) paper in a few simple steps. Optimized for FOGRA59, GRACoL CRPC7, XCMYK and CMYKOGV
Requires at least 100% sRGB displays.

Further details / Order palette Price: EUR 140

P20SKINo v1 Standard Home & Office version: 11 labelled SMS skin tones

11 handpicked skin tones from around the world from Northern Europe to Africa. The colours, delivered in PDF and ASE, sRGB format, can easily be converted to other colour spaces, such as REC 709, REC 2020, P3, Adobe RGB or CMYK for printing on white, coated and uncoated paper in a few simple steps. Home & Office colours require at least the P60 colour space (60% sRGB).

Further details / Order palette Price: EUR 50

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P21: SMS READY Expert certification (for individuals)

The SMS READY certificate entitles the certificate holder to assist registered SMS users and SMS subscribers to convert SMS colours from sRGB to their intended colour gamut as well as to take position of Super User for brand owners and certified design agencies and print shops. Furthermore, SMS READY Experts are trained in how to use the SMS READY control strip to ensure correct colour in CMYK printing to ISO 12647 standards and Extended Gamut Printing (whether SMS colours are present in the layout or not).
Included in the purchase is a copy of the SMS Standard Home & Office (P20o) colour palette or optionally another SMS colour palette of your choice.

Further details / Order Price: EUR 250

P22: SMS Brand Colour Passport

A complete description of your SMS brand colours with a curve format (variable resolution) of the brand logo and up to 8 brand colours listed with colour correct samples (in sRGB format) and all relevant colour information ensuring correct reproduction online, on Television and in CMYK or ECG printing in any category of printing.
The passport is delivered in PDF format and can be handed out via your official website and sent to anyone responsible for reproduction of your brand colours to help prevent use of incorrect colours or printing of your brand logo(s) in low resolution.

Further details / Order Price: EUR 195

P40: SMS Brand subscription

Full service covering all colour needs of the brand ensuring correct use of SMS colours in all media during the subscription period.

Further details / Order Price: EUR 950 per year

P43: SMS READY Agency bundle

Included with the agency bundle are all 6 SMS colour palettes, a formal SMS READY agency certification and SMS READY Expert training for one key employee.

Further details / Order Price: EUR 595

P44: SMS READY Print shop verification

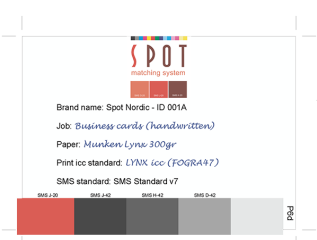
Formal verification that confirms that the print shop is capable of printing the SMS READY control strip within a MAX dE00 of 3 or less, indicating that they have their printing process under strict control.
1 SMS colour palette of your choice and SMS READY Expert training is included.

Further details / Order Price: EUR 280 per year

P45: SMS READY Print shop certification

Formal certification that confirms that the print shop is capable of printing SMS colours within a MAX dE00 of 3 or less. All 6 SMS colour palettes, SMS READY Expert training and license to print SMS guides and posters for promotional purposes is included.

Further details / Order Price: EUR 950 per year



P6d: SMS brand colour ticket, digital version (sRGB, high resolution, A6)

An A6 format digital file, delivered in PDF hires format and PNG low res format, showing the exact SMS colours of your brand for distribution. The PDF file can be converted to CMYK and printed by qualified proofing facilities.

Further details / Order Price: EUR 60

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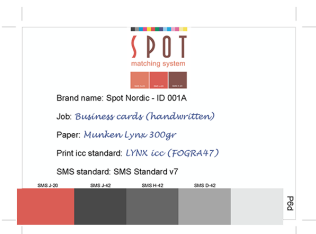


P6C / P6U: ISO certified SMS brand colour ticket, printed A6 tickets, 8 up (A4+)

8 SMS brand colour tickets for visual matching in printing and production to ensure correct reproduction of your SMS colours. P6C is for coated (C) paper and P6U is for uncoated (U) paper.
Shipment worldwide is not included in the price.

Further details / Order P6C Further details / Order P6U Price: EUR 113 excl. VAT

P466: SMS v7. All 6 SMS colour books for TECHKON SpectroDens

Contains all 6 SMS colour palettes in M0, M1, M2 and M3 format for TECHKON SpectroDens Advanced or Premium models.

This item is included with purchases of the TECHKON SpectroDens Advanced or Premium from Spot-Nordic – see www.spot-nordic.com.

Further details / Order Price: EUR 225

P52a: Calibrite Display Display 123 + SMS colour palette of your choice

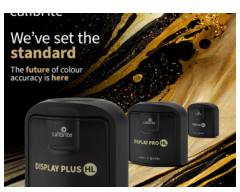
Colour correct your monitor… Easy as 1-2-3.
Get and keep your monitor colour right for editing, gaming and any time colour-accurate viewing is important (like clothes shopping or home decorating). Supports up to 2 monitors per workstation
Ideal for users looking for an easy-to-use solution

Further details / Order Price: EUR 259 excl. VAT

P52b: Calibrite Display Display Pro HL + SMS colour palette of your choice

Professional calibration for demanding creatives.
The new standard in calibration devices capable of measuring up to 3,000 nits.
The advanced HL (high luminance) sensor enables greater colour accuracy for current and new display technologies. Accurately measures LCD, mini-LED, OLED displays and Apple XDR panels.
Recommended for highest quality still image editing and design applications

Further details / Order Price: EUR 344 excl. VAT



P52c: Calibrite Display Display Plus HL + SMS colour palette of your choice

The only calibration device to measure up to 10,000 nits.
The advanced HL (high luminance) sensor enables greater colour accuracy for current and emerging super bright display technologies.
Accurately measures LCD, mini-LED, and OLED displays, including Apple XDR panels and super bright displays.
Recommended for video editing, highest quality still image editing, and design applications

Further details / Order Price: EUR 413 excl. VAT

P52d: ColorChecker Studio + SMS colour palette of your choice

Professional Capture to Print Calibration. Replaces the X-Rite i1Studio (EOSTUDIO).

The all-in-one and easy-to-use Calibrite PROFILER software delivers intuitive, professional calibration for monitors, projectors, cameras, scanners, and printers—perfect for anyone striving for a flawless screen-to-print match.

Further details / Order Price: EUR 660 excl. VAT

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P53a: Design Basic Bundle

The perfect basic package for designers involved with design for web, TV and for CMYK/ECG process printing and spot colour printing

It contains one SMS colour palette of your choice, remote SMS READY Expert training and diploma (SKU P21) and the legendary **PANTONE® FORMULA GUIDE SET** with 224 brand new PANTONE colours added!
PANTONE® and other Pantone trademarks are the property of Pantone LLC.

Further details / Order Price: EUR 340 excl. VAT

P53b: Design Executive Bundle

The perfect package for designers in all categories that design for web, TV and for CMYK/ECG process printing and spot colour printing covering all bases in modern design.

It contains the SMS READY Agency bundle (SKU P43 - see above) and the latest version of the **PANTONE® Solid Guide Se**t for spot colour design and spot colour printing (GP1605C) with 224 brand new PANTONE colours added to the PANTONE® FORMULA GUIDE SET..
PANTONE® and other PANTONE® and other Pantone trademarks are the property of Pantone LLC.

Further details / Order Price: EUR 950 excl. VAT

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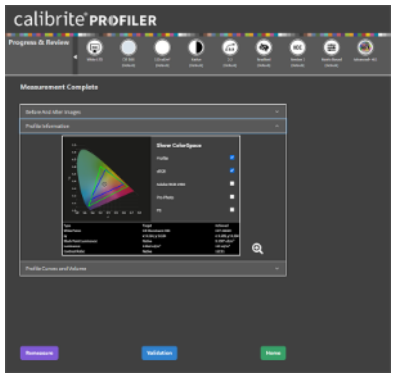

P60: Spot-Nordic P60 ColorBox

The Spot-Nordic P60 ColourBox is a lightweight laptop, well suited for the home, office and school, but more important, it is well suited for on-the-go advanced to professional design using the brand new Spot Matching System Home & Office colour palette(s), for web design, TV graphics or CMYK print design at professional/brand level.

The P60 is not the fastest laptop nor does it have all the latest bells and whistles and it does not have the best and the most vibrant display available either.

It is however the first and only SMS READY certified PC laptop in the world, optimized and certified to display our SMS ECO, SMS Standard Home & Office and SMS MAX Home & Office colour spaces ONLY (60% sRGB/45% NTSC). It is possible to connect a better quality monitor to the P60 - for SMS Standard, MAX and SuperMAX colours.

The P60 colour space happens to be the colour space used by millions of consumers around the world, quite common on displays of cheaper PC laptops with IPS displays - and the reason we developed the SMS Home & Office Standard and MAX colour palettes in the first place, - to enable brands to pick colours that can be correctly reproduced on all laptop displays, - not only displays capable of displaying 100% sRGB or more colours.

Design agencies that only have - say Apple Cinema Display or Eizo monitors should for sure consider investing in the ColourBox to evaluate their design on a real-world display that normal customers may well be using to view their chosen colours. It's the digital equal of viewing and approving a certifed hard proof before a job is cleared for printing.

A copy of the Home & Office version of SMS Standard v7 (P20o), SMS MAX v7 (P20xo) and the SMS ECO v7 colour matching system in PDF, sRGB format - a total value of EUR 420, is included in the price of the Spot-Nordic P60 ColourBox laptop.

P60 ColourBox -Specs
Colour: Silver
OS: Windows 11 Pro
CPU: Intel N95; Quad Core, 4 Threads
GPU: Intel UHD Graphics
CPU Clock Speed: 1.7GHz; Turbo: 3.4GHz
Screen: IPS 15.6inch, Resolution:1920*1080 (SMS READY certified for SMS ECO, SMS Standard Home & Office and SMS MAX Home & Office)
Memory: DDR4 16GB
SSD: 1TB
Camera, Front 0.3MP
Sound: Stereo, 8 ohm, 2 x 1w. 3.5 mm mini jack input.
USB: 1 x USB 3.0, 1 x USB 2.0.
Bluetooth 4.2
Battery: 5000mAH (approx. 4 hours of normal use)
WIFI: 802.11B/G/N&AC (5G support)
Weight: 1.6kg
Fingerprint Unlock
Backlit Keyboard: QWERTY English

Further details / Order Price: EUR 660 excl. VAT