

UNISUB/CHROMALUXE FACT SHEET - New White Point

On March 1st 2018 we introduced our latest version of the ChromaLuxe HD panel with an improved white point to have a more neutral photographic white and richer blacks.



Why do we introduce this new coating?

We know that ne art and professional photographers work diligently to create the highest quality images possible on the nest material available. With that, we have worked with some of the world's top printmakers to produce this new coating. We believe this will further cement ChromaLuxe as a premium print medium choice.

What are the differences in quality and color with previous panels?

The panels with the new white point will be easy to distinguish. When compared to our current panels directly prior to sublimation, the new panels have a slight magenta cast. After sublimation, the result is a more neutral photographic white and richer blacks. Leveraging new coating chemistry, we are able to make this improvement without affecting the archival permanence of the panels.



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How do I know I'm using the new white point panels for my production?

There is an easy way to verify if you are using new white point panels. Look at the back and check the watermark logo. If it is a laser etched watermark, you are using the new panels. In addition, all packaging containing the new material will include an indicator on the label that will include the following marking: | **Made in USA** |



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