

ChromaLuxe®

CERTIFIED LAB PROGRAM

The ChromaLuxe Certified Lab program is created to support professional print providers in achieving and maintaining excellence in the production of ChromaLuxe panels and to promote the ChromaLuxe brand.

This program is only available in Europe, Middle East, Africa, South-Korea and Japan.

CRITERIA

		CERTIFIED LAB	CERTIFIED PLUS LAB
HARDWARE	Must be able to produce a panel with minimum size *	minimum 60x80cm (31x23inch)	95x145cm (37x57inch)
	Must offer following ChromaLuxe finishes	white gloss + white matte	minimum 3 finishes
	ChromaLuxe panels can be brought to size **	pre-cut / shear / saw / CNC	only CNC cutted panels
	Used RIP software **	Wasatch (or proven alternative)	Wasatch (or proven alternative)
	Used Printer configuration **	Printer width = minimal 60cm (31inch)	Printer width = minimal 95cm (37inch)
	Ink Longevity Warranty	Not required (but recommended)	Required
	Panel Back Framing	Use of metal subframes required (on 1 panel)	Use of metal subframes required (on 1 panel)
TEST PANELS	Color Quality Test sample panel ***	Required (size: 60x80cm / 31x23inch)	Required (size: 95x145cm / 37x57inch)
	Black & White Quality Test sample panel ***	Required (size: 60x80cm / 31x23inch)	Required (size: 95x145cm / 37x57inch)
	Signage Quality Test sample panel ***	Required (size: 60x80cm / 31x23inch)	Required (size: special shape)
TRAINING	Online product marketing training	Required	Required
	Online technical/quality training	Required	Required
	ICC profile creation training	Not required	Required
MARKETING	Product brand / product name	Need to mention the ChromaLuxe brand name	Can only use the brand ChromaLuxe
	Customer website ****	Need to show ChromaLuxe name	Need to show ChromaLuxe name & logo
	Dedicated ChromaLuxe website page on your website	Not required (but recommended)	Required
	Social media promotion (facebook/instagram/...)	Required (min. once a year)	Required (min. twice a year)
	E-mail newsletter promotion	Required (min. once a year)	Required (min. once a year)
	Promotion of ChromaLuxe on shows & events	Required	Required (need to show ChromaLuxe logo)

* Labs need to produce panels with their own printer and heat press

** Labs need to share used machine details and settings

*** Contact us to receive the download link

**** Labs need to have a corporate website