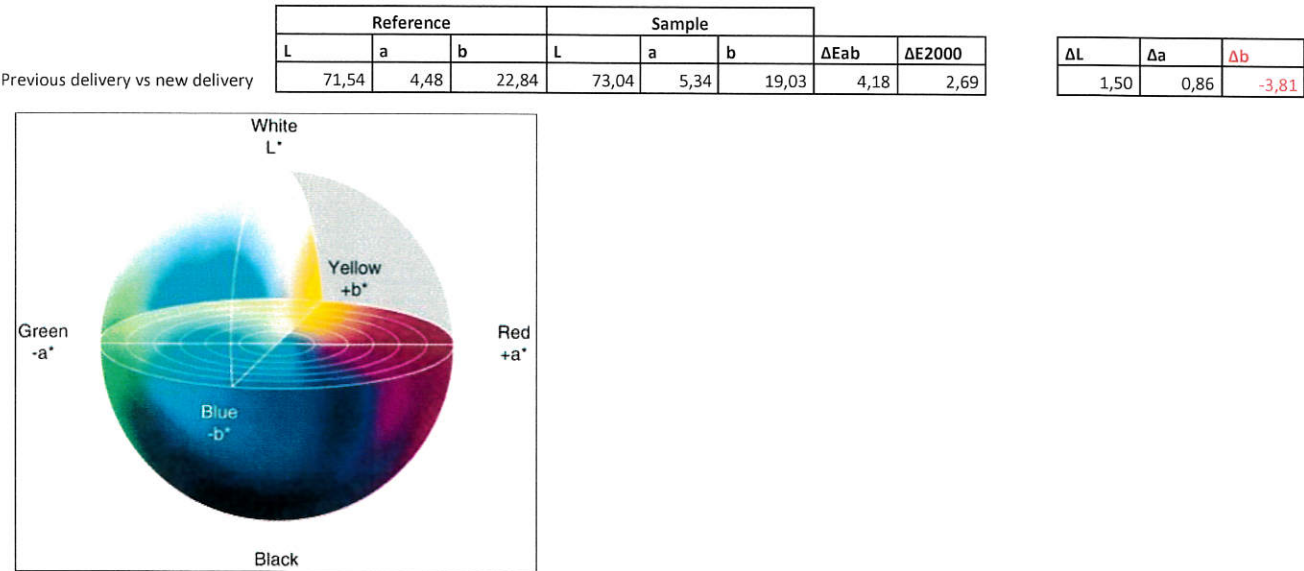Hi James,

Thanks for your feedback.
The hue of the color is determined by the combination of densities of the process colors, screening angles and other parameters.

The adaptation of the screening angles has indeed caused the yellow dots to be less prominent in the colour buildup, resulting in a slight colour shift (as you can see on IMG_0601 and 'screening angles'). When we measure the delta E, this is based on the Lab-values of a color. This also includes the hue of the color. This delta E is different for every colour as the human eye is more susceptible for some colors. We measured the differences between the two deliveries, and the biggest deviation is indeed in the b-axis (blue to yellow in the Lab color space). This supports the yellower color perception of the previous delivery. As you can see on the attachment 'IMG_0599', the previous delivery was more yellow than the approved color proof. The color proof is somewhere inbetween these labels but indeed more yellow than the current delivery.

	Reference			Sample							ΔL	Δa	Δb
	L	a	b	L	a	b	ΔEab	ΔE2000					
Previous delivery vs new delivery	71,54	4,48	22,84	73,04	5,34	19,03	4,18	2,69			1,50	0,86	-3,81

Although we consider the current delivery as according to the specification, we know that there's still some room for improvement. This is why we suggest two different options for future orders:

- Adaptation of the artwork to pantone colors: If we can formulate an ink to match the background golden hue, we can build the entire artwork out of 4 different inks (instead of the current 6). This can have a small impact on the saturation of the back gradient below the artwork, but this will be a good option to guarantee an optimal color consistency, as no screens or combination of process colors are involved.

- We've aqcuired a new screening method that uses a digital corrected printing plate, where the ink dots are placed on calculated places to avoid color differences due to registration shifts or interference of the screens. This is still in a testing phase but it might be interesting to test this, as we believe that this also might be a solution for this issue.

Thanks in advance for your feedback on how to proceed.

With kind regards,