

## FOR IMMEDIATE RELEASE

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## Techkon USA Announces Support for Konica Minolta Spherical Spectrophotometers in Newest ChromaQA Color Quality Solution

**Danvers, MA (June 20, 2023) TECHKON** - the innovation leader in high-precision color measurement solutions for packaging and commercial printers, is pleased to announce full support for spherical spectrophotometers from Konica Minolta Sensing in its popular ChromaQA color quality solution. ChromaQA is an enterprise color quality solution designed specifically for packaging printers seeking to enhance the color accuracy of their ink supply chain, reduce pressroom make-readies, ensure consistent color across each press run, and provide visibility and reporting capabilities for quality managers and brand customers.

With the latest ChromaQA software update, the complete line of Konica Minolta CM-26dg, CM-26d, and CM-25d, and spherical spectrophotometers are now fully supported. While ChromaQA already supported the TECHKON SpectroDens spot and scanning handheld spectro-densitometer, the inclusion of Konica Minolta spherical spectrophotometers is a significant development for packaging printers utilizing metallics or highly textured surfaces. Spherical spectrophotometers excel in measuring metallic samples due to their ability to capture color information with diffuse illumination, effectively capturing the complex reflectance properties of metallic inks and substrates, resulting in highly accurate color measurements. Furthermore, their diffuse illumination and measurement geometry ensure reliable and repeatable color measurements on surfaces ranging from highly textured to smooth and glossy.

*"We are delighted to offer our packaging printing customers the capability to accurately and consistently measure metallic and textured surfaces directly within our ChromaQA color quality platform", said Stephen Rankin, Director of Product Management at Techkon. "Moreover, our ability to market and sell the CM2x series of spherical spectrophotometers in the print and packaging markets showcases the 'win-win' relationship we have established with Konica Minolta."*

*"Our partnership with Techkon USA continues to strengthen, and we are excited to see Techkon offer our CM line of spherical instruments to the graphic arts and print markets", said Val Cosh, , Color and Appearance at Konica Minolta. "The distribution agreement and partnership with Techkon USA significantly expands our reach in these markets, and we look forward to their continued sales and marketing efforts."*

As a promotional offer, Techkon USA will provide one free seat of ChromaQA color quality software for a duration of one year to any Techkon USA customer who purchases a Konica Minolta CM-26dg, CM-26d, or CM-25d before October 31, 2023.

For more information, please visit <http://techkonusa.com> or contact us at 978-777-1854.

**About TECHKON:**

Techkon is the innovation leader in densitometers, spectrophotometers, and color software solutions for the global print community. With over 40 years of continued technological excellence, Techkon products are chosen for their high degree of measurement accuracy, repeatability, reliability, and ease of operation in all sectors of the printing industry. Techkon's innovative color measurement solutions have been successfully implemented by leading OEM press manufacturers and large commercial printers, resulting in significant improvements in quality, productivity, and cost savings.

**About Konica Minolta Sensing Americas:**

Konica Minolta Sensing Americas, Inc. (KMSA), a wholly owned subsidiary of Konica Minolta, Inc., Sensing Business Unit, is internationally recognized as a leader in industrial color and light measurement. The company develops product lines that continuously revolutionize how visual perception is measured worldwide. Konica Minolta Sensing Americas' Ramsey, New Jersey corporate headquarters is fully equipped with a state-of-the-art service center, technical support center, and a focused sales force dedicated to both the North American and South American regions. When it comes to color and light measurement, the world looks to Konica Minolta.