



The Psychology of Color

Color makes documents stand out, accelerates learning, and gets results. Color can cause us to have a strong physical reaction, influencing our everyday decisions and creating the ability to quickly differentiate between objects. While the effect of color will vary from individual to individual based on past experiences, the effect it has on us is undeniable.



[Read on to see how much of an impact color has on you, your purchasing decisions, and your perception of brands.](#)

Color Management & Production

Research has shown that adding color to your documents is one of the best ways to generate attention in today's tough business environment. But the management and production of these materials can be a complex and time-consuming process. Color systems can be complicated to operate, expensive to run, and require constant adjustments.



Elanders Americas has developed a simplified color solution that sets a bright new standard for color management and production by incorporating innovative technology to bring you exceptional quality, reliability, and consistency.

If color management has been a consistent thorn in your side when it comes to branding, marketing, and product output, now may be an optimum time to find out about Elanders Americas' Color Management Program and what it can do for you.

[Click here to read more on the benefits of a color management and production solution.](#)

Your Worldwide Printing Partner

If you have not had an opportunity to view our new website, [you can take a look here](#). As is always the case, Elanders is consistently looking at ways to simplify your media needs. With that in mind, we have added supply chain solutions to our three main areas of focus. Take a minute to see how together, we can create simplified solutions to the most complex problems in the areas of Supply Chain Management, Print & Packaging, and e-Commerce.



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