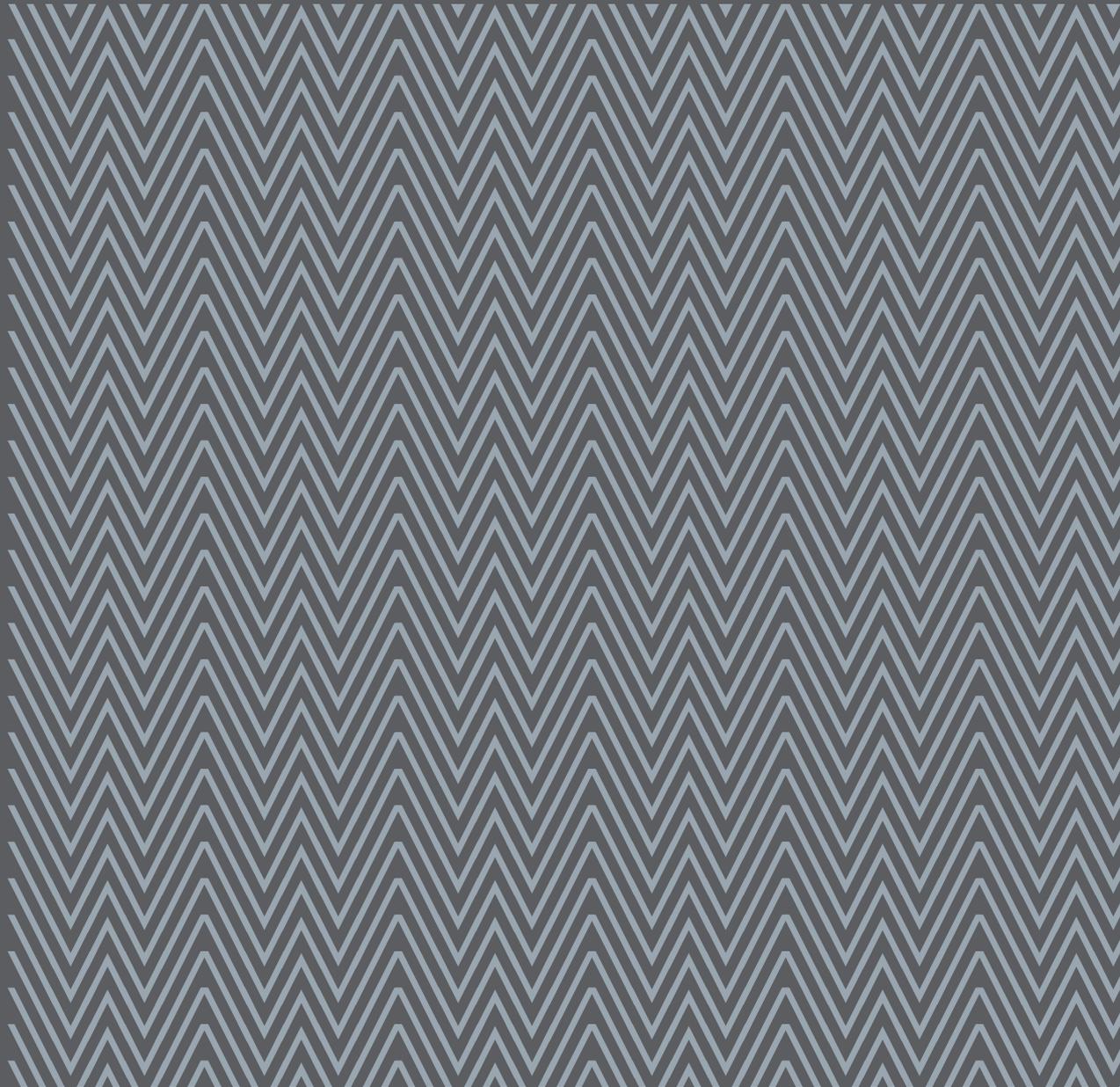


# PRESS RELEASE

*Brand new paper matching tool for graphic designers and marketers*



## BRAND NEW PAPER MATCHING TOOL FOR GRAPHIC DESIGNERS AND MARKETERS



**May 2019**

This month Wigston Paper has launched its ground breaking '[Paper Lookup Tool](#)' – a brand new online way for designers to identify the perfect paper match for brand identities and corporate colours.

Instead of endlessly searching through myriads of paper swatches or employing a scattergun approach to requesting samples, designers and marketers can simply upload a logo or brand visual identity to the 'Paper Lookup Tool' on Wigston's website. Its software then searches the company's coloured paper ranges for the closest match against the three dominant colours in the image that has been uploaded.

It shows up to three paper colours from each of the different ranges available, including [Senses Paper](#), [Gmund Colors](#) and [Kaskad Folio](#). Designers can work from the information given, or can fill in an online form asking for one of the Wigston colour experts to run a human assessment of the brand to complement the results of the Lookup Tool, and send out the most appropriate samples.

Wigston Marketing Manager, Kieran Dallow said: "It can be difficult judging colour across different media, but our Paper Lookup Tool takes away the guess work. It's able to look at electronic copies of logos and brand identities to judge which colours of papers and cards in all our ranges match the colours in the logo, and indicate those matches to the customer.

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“Customers can then contact us via an online form if they’d like further guidance from our experts or they can request samples direct.”

The aim of the Paper Lookup Tool is to reduce the time and energy designers need to spend on matching and choosing materials and also help them keep up to date with the options as and when Wigston adds new our ranges.

Sales Director, Rob Walker said: “Colour is an essential part of brand identity so we want to do all we can to make the paper matching process as easy and as accurate as possible for our customers. By narrowing down the options we can also ensure we only send out the relevant samples, cutting down on unnecessary wastage.

To try out the Paper Lookup Tool, go to [www.wigstonpaper.com/paper-lookup-tool/](http://www.wigstonpaper.com/paper-lookup-tool/)

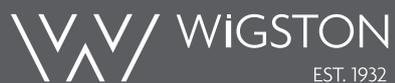
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## About Wigston:

Established in 1932, Wigston is for successful brand owners and their designers that want to create positive and lasting impressions of their brands. Through a combination of unique, creative and timeless paper collections and expertise in branding, design and print, Wigston provides the basis for enduring brand touchpoints.

Wigston is the distributor of three highly sought after premium coloured paper ranges (Senses Paper, Gmund Colors and Kaskad Folio) with ambitious portfolio expansion plans.

Please use the contact details on the last page of this release for high res imagery and additional information.



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