GRAPHICAL GUIDELINES

The foundation of the graphic profile is our logo. The Primeblade logo can be used as the communicator on most objects, and it is generally applied against a white or blue background.

THE LOGO'S FREE ZONE
The free zone is left between the logo and other elements on the same surface, such as text and images in print advertisements and brochures. The free zone is the height of the B in the logo

ALTERNATIVES

Black/white

negative

Alternative logo

Alternative logo negative

HELVETICA NEUE – the primary font used in printed material, print advertisements, signage and so on. The three main versions of the font are shown below.

ARIAL – Used for digital presentations, such as PowerPoint. **BOLD** is used for headers and REGULAR for body text.

HELVETICA NEUE 45 LIGHT

```
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O
P   Q   R   S   T   U   V   W   X   Y   Z   Å   Ä   Ö
a   b   c   d   e   f   g   h   i   j   k   l   m   n   o
p   q   r   s   t   u   v   w   x   y   z   å   ä   ö
&   1   2   3   4   5   6   7   8   9   (   $   ,   .   !   ?   )
```

45 LIGHT is used primarily for body text.

HELVETICA NEUE 55 ROMAN

```
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O
P   Q   R   S   T   U   V   W   X   Y   Z   Å   Ä   Ö
a   b   c   d   e   f   g   h   i   j   k   l   m   n   o
p   q   r   s   t   u   v   w   x   y   z   å   ä   ö
&   1   2   3   4   5   6   7   8   9   (   $   ,   .   !   ?   )
```

55 ROMAN is a complement to 45 LIGHT. It should be used when negative text appears on a colour background. This increases the readability of the text.

HELVETICA NEUE CE 75 BOLD

```
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O
P   Q   R   S   T   U   V   W   X   Y   Z   Å   Ä   Ö
a   b   c   d   e   f   g   h   i   j   k   l   m   n   o
p   q   r   s   t   u   v   w   x   y   z   å   ä   ö
&   1   2   3   4   5   6   7   8   9   (   $   ,   .   !   ?   )
```
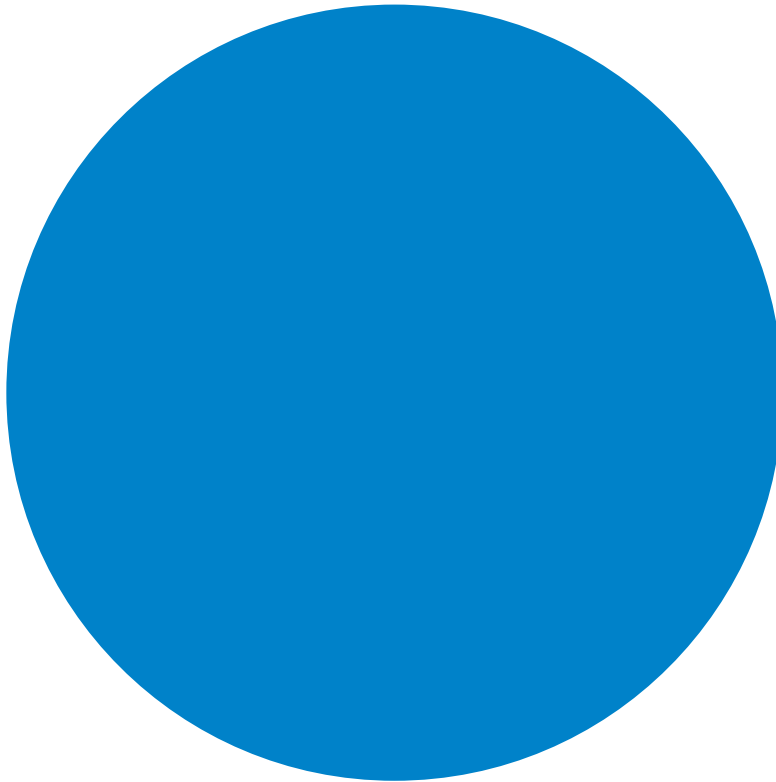
CE 75 BOLD is the version used for main headers and sub-headers. It is also used in splashes to ensure the best possible visibility.

ARIAL

```
A   B   C   D   E   F   G   H   I   J   K   L   M   N   O
P   Q   R   S   T   U   V   W   X   Y   Z   Å   Ä   Ö
a   b   c   d   e   f   g   h   i   j   k   l   m   n   o
p   q   r   s   t   u   v   w   x   y   z   å   ä   ö
&   1   2   3   4   5   6   7   8   9   (   $   ,   .   !   ?   )
```
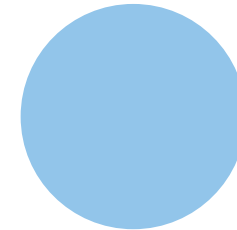
COLOURS

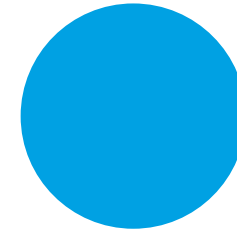**PROFILECOLOUR**

CMYK 100 36 0 0
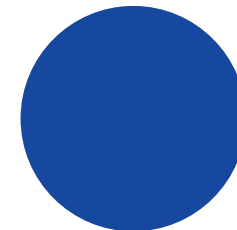**RGB** 0 122 193

COMPLEMENTARY COLOURS

CMYK 40 10 0 0
RGB 164 204 234
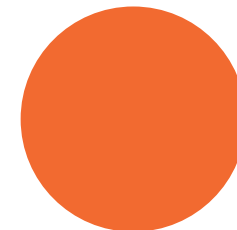
CMYK 100 10 0 0
RGB 0 149 216

CMYK 100 84 0 0
RGB 0 63 144

CMYK 0 72 90 0
RGB 234 101 39

Brochure

PrimeBlade SWEDEN

THE SWEDISH
DOCTOR BLADE

PRIMEBLADE PRODUCTS

PrimeBlade®
100
(Polymers)

Advanced engineered polymers that are mainly used within the Flexographic industry. A very popular containment blade in chamber systems and within the tissue and corrugated industry.

PrimeBlade®
300
(Carbon)

The standard carbon steel used worldwide by printing houses. Unlike many of the low quality carbon steel on the market our 300 series has more carbides /μm2 in the steel microstructure.

PrimeBlade®
400
(Stainless)

A better choice of blade when corrosion is an issue. Enhanced rust resistance properties when water based inks are used. Performs well against fast oxidation of the blade tip and abrasive conditions. Produced with a refined particle microstructure and denser particle distribution, helping to protect against steel particle contamination of the inking system. Hardened stainless steel and heat treated. Improves doctor blade life compared to carbon steel.

PrimeBlade®
500
(Refined stainless)

Used when extended lifetime is desired. Improved against fast oxidation of the blade tip and abrasive conditions, as well as against steel particle contamination of the inking system. Produced with an excellent particle microstructure and denser particle distribution. Hardened stainless steel and heat treated to reach our high quality standards. Excellent against corrosion problems when water based inks are used.

PrimeBlade®
600
(Refined carbon)

Our 300 series times two—twice as many carbides/μm2. Wears down into much finer particles, causing less print complications and extending blade life. A high quality carbon steel, compared to other carbon steel blades.

PrimeBlade®
800
(Micro alloyed tool steel)

Special micro alloyed tool steel with increased hardness and ductility for improved wear resistance and superior blade life.

PrimeBlade®
900 Nano
(Nano-treated)

New revolutionary patented metallurgic treated steel blades. We're the only supplier of these exclusive and incomparable blades.

We developed them together with our partners in Nano technology because printers were looking for a solution to increase productivity, printing quality and reduce downtime due to the lack of blade longevity. The latest Nano technology has been used to optimize the properties and performance of the steel.

The blade will outlast any non-ceramic blade on the market, without any of the brittleness associated with long life blades. The friction towards the cylinder or anilox roll is reduced by approx 40–60%. Printing quality is significantly increased. Treatments do not have any of the harmful environmental side effects that the commonly used ceramic and nickel coatings have.

PrimeBlade ® Type 900 Nano advantages:
• Longer life wear resistance
• Perfect towards abrasive inks, such as white inks etc.
• Less adjustment of the doctor blade chamber
• Breaks down in much smaller particles
• Reduction of 40–60% friction on the cylinder
• Maximized print quality
• Cleaner wipe
• No ceramic particles involved
• Less particles sticking to the blade

NEW PATENTED NANO TECHNIQUE

PrimeBlade®
900 Nano I

SPECIAL TREATED REFINED CARBON STEEL

Thickness: 0,076 mm – 0,38 mm
Straightness: 1,0 mm/ 3000 mm
Hardness: 850 HV (top surface only)

PrimeBlade®
900 Nano II

SPECIAL TREATED REFINED STAINLESS STEEL

Thickness: 0,076 mm – 0,38 mm
Straightness: 1,0 mm/ 3000 mm
Hardness: 850 HV (top surface only)

PrimeBlade®
900 Nano III

SPECIAL TREATED MICRO ALLOYED TOOL STEEL

Thickness: 0,15 mm – 0,30 mm
Straightness: 1,0 mm/ 3000 mm
Hardness: 850 HV (top surface only)

Non-treated   Nano-treated

PrimeBlade SWEDEN

PrimeBlade Sweden AB, PO Box 70, 686 22 Sunne, Sweden, Phone: +46 565 101 09, fax: +46 565 102 09. www.primeblade.se

Print ad

PrimeBlade

**We know printing.
We know steel.**

MADE IN SWEDEN

PrimeBlade Sweden AB
Sweden: Phone +46 565 101 09 │ sales@primeblade.se
Germany: Phone +49 2304 255 8877 │ info@print-con.de
www.primeblade.se

Sticker

Quality sticker

Packaging

Poster

THE SWEDISH DOCTOR BLADE

MADE IN SWEDEN
www.primeblade.se

PrimeBlade® 900 Nano

NANO-TREATED DOCTOR BLADE

- Longer life wear resistance
- 40–60 % reduction of friction
- No ceramic particles involved

MADE IN SWEDEN
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Rollup

PrimeBlade
SWEDEN

**THE SWEDISH
DOCTOR BLADE**

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SWEDEN

Nano Technology

PrimeBlade®
900 Nano

**NANO-TREATED
DOCTOR BLADE**

• Longer life wear resistance
• 40–60 % reduction of friction
• No ceramic particles involved

MADE IN
SWEDEN
www.primeblade.se

Product folder

PowerPoint

First page

Intro page for new chapter