

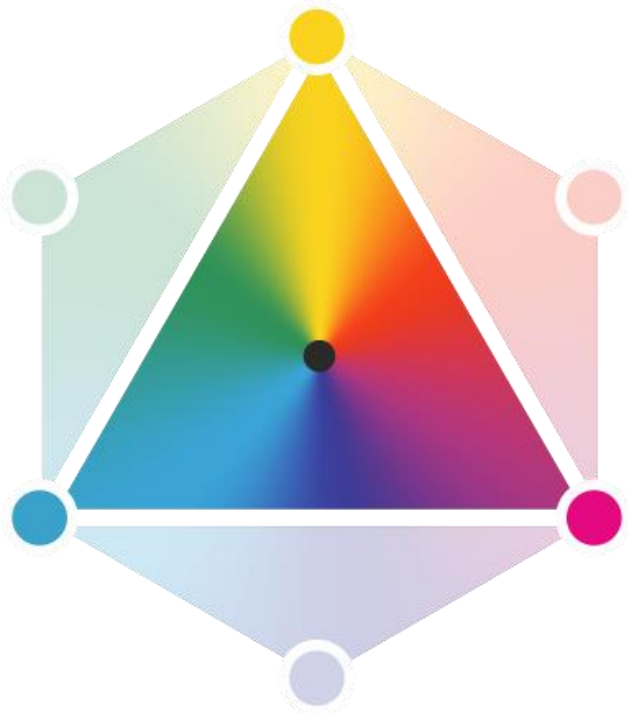


Alert
Packaging

Extended Colour Gamut

Start at the beginning!

What do we mean by Fixed Colour Gamut?



Print using 4 colours! – CMYK

Fixed Colour Gamut - CMYK

- Fixed Set of inks in printing press
- Cyan / Magenta / Yellow / Black
- Efficient printing process
- Limited Colours

Fixed Colour Gamut

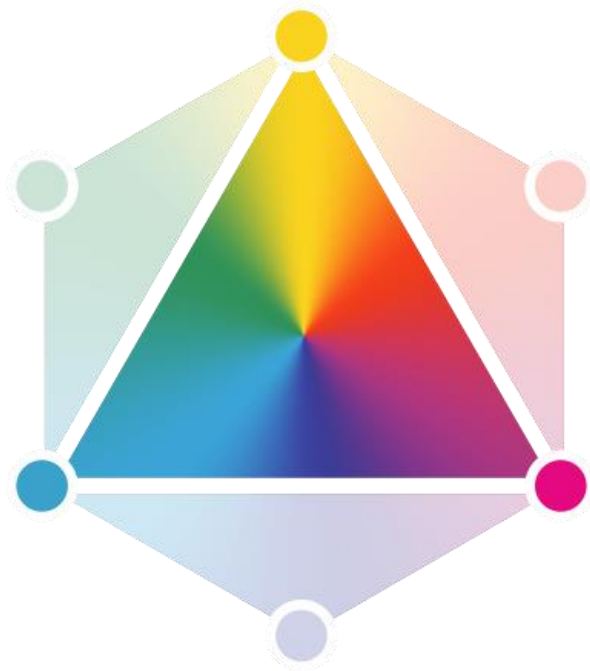


All Images Printed using CMYK



How can we extend our colour range . . .

CMYK Colour Range
Fixed Colour Gamut



65% of Colour Spectrum

CMYK - OGV Colour Range
Extended Colour Gamut



85% - 90% of Colour Spectrum

By Adding **Orange** As an Additional Process Colour A Larger Number Of Reds Can Be Matched

By Adding **Orange & Violet** As Additional Process Colours A Larger Number Of Colours Can Be Matched

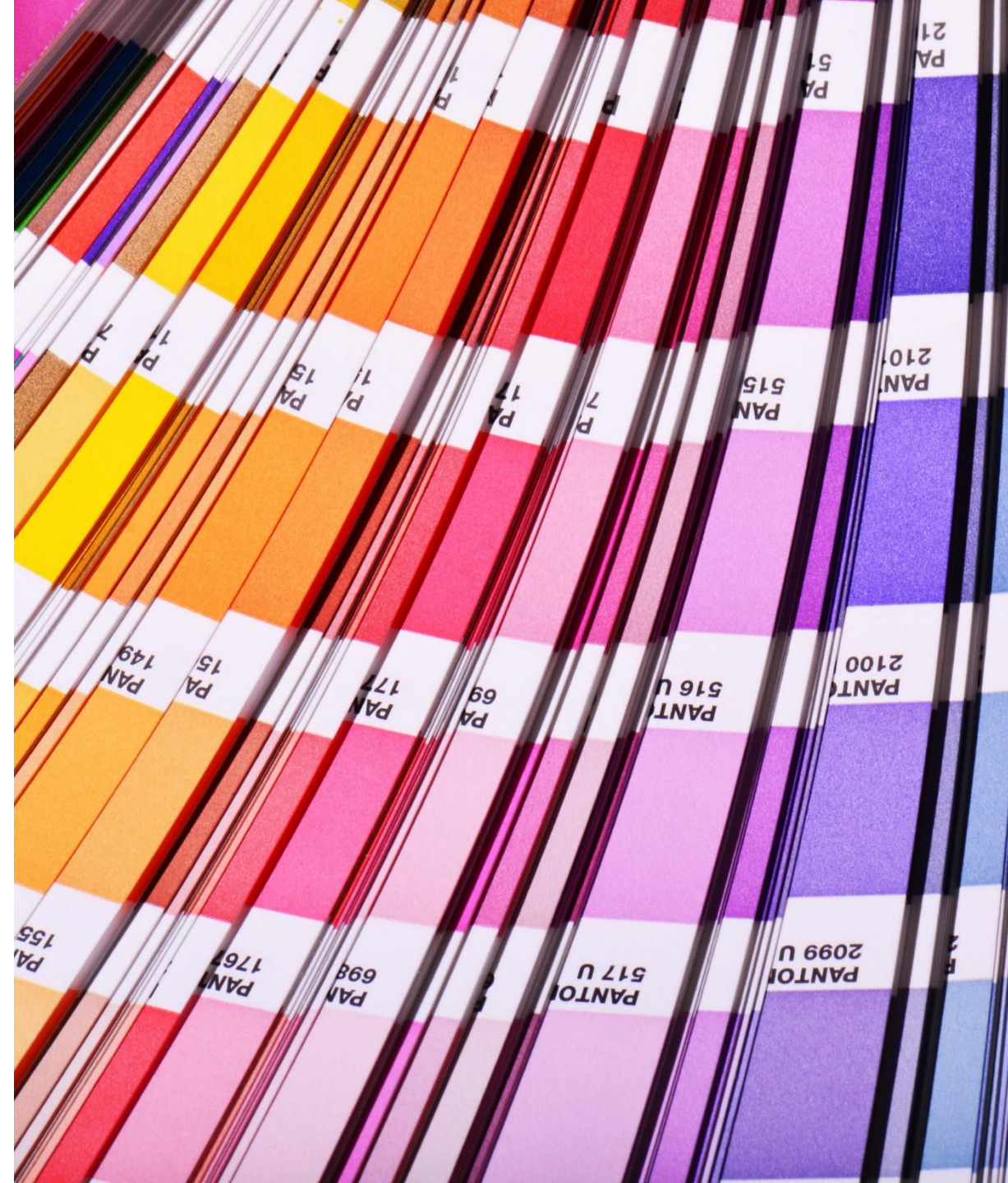
By Adding **Orange & Violet & Green** As Additional Process Colours The Colour Range Is Extended Even Further

CMYK V ECG

- Larger colour gamut
- Greater colour accuracy

More Vibrancy

- Set expectations with the proof
 - Colour Accurate GMGs
- Spot colour accuracy



The Visual Difference



Fixed Colour Gamut

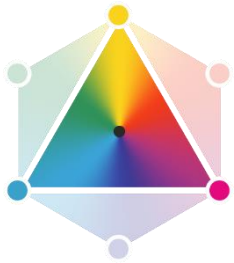


Extended Colour Gamut



- Enhanced Contrast
- Sharper and more detailed images

The Visual Difference



Fixed Colour Gamut



Extended Colour Gamut



- Enhanced Contrast
- Sharper and more detailed images



Environmental Sustainability

- Less Solvents Used – 60 litres* per job saved
- Less Ink used – 50kg saved
- Fewer Printing Plates
- Reduced Film Waste – approx. 300 metres* saved

*Average savings per job when compared to 8 colour printing

€ **Increased Savings**

4% - 8% Reduction
in Costs

ECG Considerations

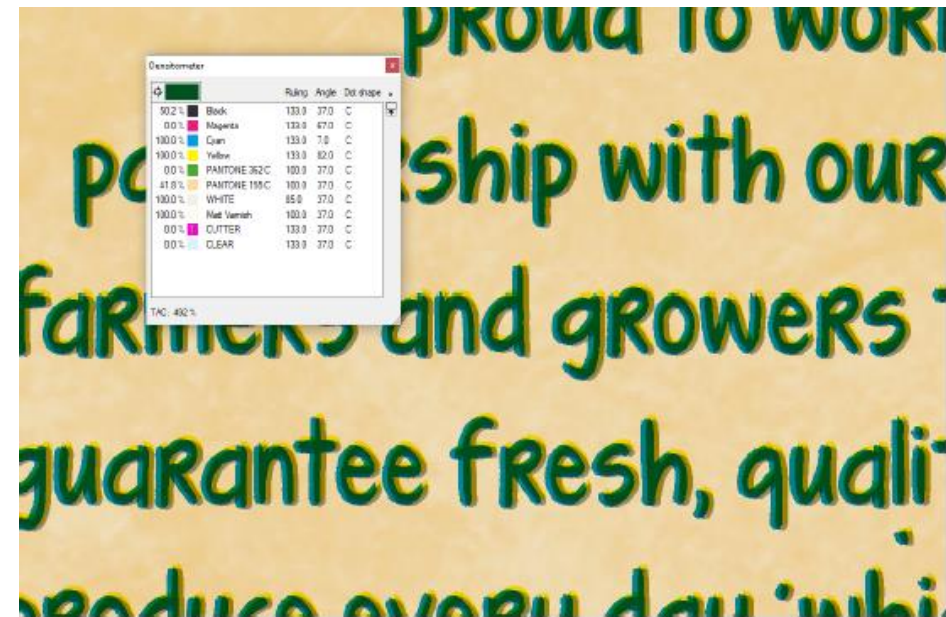


- Metallic inks



- Small Text

- Registration issues
- Legibility



ECG Considerations

○ Reversed Out Text

Black pulled back from mag
and yellow by 0.1m

	Per 100g	Per 35g Serving	%*
Energy	2238kJ	783kJ	
	537kcal	188kcal	9%
Fat	34.2g	12.0g	17%
of which saturates	3.5g	1.2g	6%
Carbohydrate	49.5g	17.3g	7%
of which sugars	3.0g	1.0g	1%
Protein	5.2g	1.8g	4%
Salt	1.4g	0.5g	8%

*Reference Intake of an average adult (8400kJ / 2000kcal)

○ Brand Colours

Specific logo colours



CPL Example

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PMS 447

CMYK – DE 0.6

ECG – DE 0.6

(Process Only)



PMS 355

CMYK – 1.9 DE

ECG – 0 DE



PMS 166

CMYK – 4.1 DE

ECG – 0 DE



How Can We Help You?

- We can supply our Pantone book to your designer and they can design to this
- Or
- We can suggest amendments during artwork development



Award-winning Print Capabilities

Using Our 8 Colour High
Definition Flexographic
Printing Press our capabilities
are second to none.



Why Extended Colour Gamut?



Sustainability – working towards your environmental goals



Cost Saving



Better print vibrancy



Consistent print over a range of designs



Get in touch

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