



## Extended colour gamut printing

### Near-limitless colour combinations with cost savings in mind

Gone are the days of adding costs to achieve a vibrant spectrum of colour for your printed packaging. With extended colour gamut (ECG) printing technology, Jones can reproduce nearly every colour in the Pantone® library using lower cost, higher efficiency process printing – with no compromise on quality.

#### How it works

Jones ECG technology adds colours to the traditional Cyan, Magenta, Yellow and Black (CMYK) four-colour printing process. Using a five, six or seven-colour process instead of CMYK only, we can achieve a significantly wider range of colour options without using custom inks and Pantone® spot colours.

#### A more economical option

Costs can quickly rise when custom inks are incorporated into printed packaging, given each spot colour requires a dedicated ink deck on a printing press. This results in multiple printing passes, plate sets, make-readies and higher ink volumes for multi-colour print jobs. Using ECG printing, we can achieve desired colour combinations in only one printing pass – which means we eliminate additional processes and materials, while significantly reducing costs.

#### Added benefits

- Fewer graphic design limitations related to colour use
- Photo-like print resolution on packaging
- Increased colour consistency across runs compared to CMYK and spot colour combination printing
- Better press-to-proof matching
- Seamlessly managed pre-press workflows using automated colour conversion software



#### Sustainability

As a result of a more efficient process, ECG printing reduces waste by 34% and ink usage by 25% compared to CMYK process and spot colour combination printing\*. The process also reduces energy consumption and volatile organic compound (VOC) emissions.

Printing technology no longer limits access to brilliant, high-fidelity colour for greater shelf impact at lower costs.

*Let us show you how easy it is to trust your packaging business to Jones.*

\*Johnson, C. (2016, September). An Overview of Esko and Extended Gamut. Presentation delivered at the Independent Carton Group Member Meeting,