

G⁹TALK

let's talk graphical & technical

**EXTENDED
COLOR
GAMUT
PRINTING**



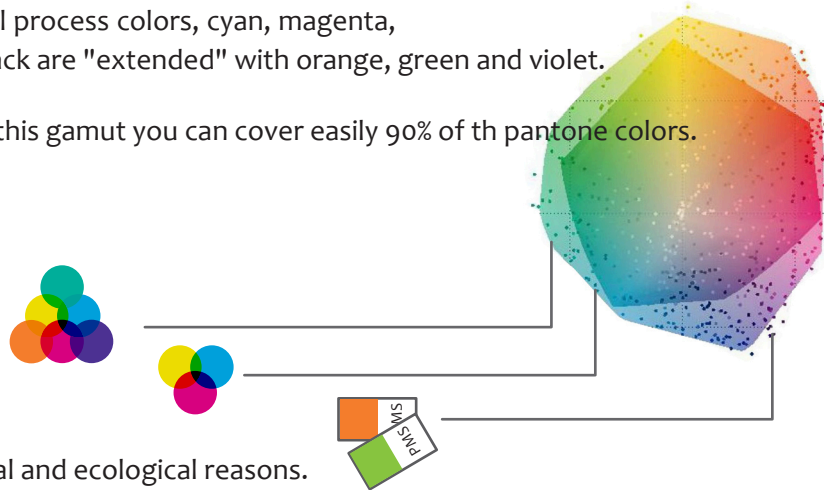
EXTENDED COLOR GAMUT PRINTING

What?

Printing with an extended color gamut is printing almost all spotcolors with one fixed palet of 7 colors. This means that you print all (spot)colors without changing or washing colors. Instead of mixing colors as different liquid inks, you mix colors during print with rasterised separations.

The traditional process colors, cyan, magenta, yellow and black are "extended" with orange, green and violet.

By extending this gamut you can cover easily 90% of th pantone colors.



Why?

For economical and ecological reasons.

- Economical :

Faster setup times

Less washing sessions

A minimum of ink stock

No mixing sessions anymore

➔ more jobs in the same time, with the same capacity

- Ecological

Less washing liquid (90%)

Less substrate waste (58%)

Less setup time (73%)

Ink saving (15%)

➔ less carbon footprint : 50%

EXTENDED COLOR GAMUT PRINTING

Challenge?

To achieve predictable colors, ECG printing is based on a stable print condition.

Print operators sometimes like to "freewheel" but in ECG printing, everything is based on standards and stability.

Stable colors and register result in stable colors.

Controlling that colors can be done by a photospectrometer which calculates the DeltaE, instead of visual assessment. As a result, we have less color discussions!



We also recommend to start from a general set of standard colors.

E.g. as described the ISO12647-2 norm

	L	a	b	C	h
Cyan	55	-37	-50	62,2	36,5°
Magenta	48	74	-3	74,1	-87,7°
Yellow	89	-5	93	93,1	-3,1°
Black	16	0	0	0	-
Orange	70.0	55.0	82.0	98.7	56.1°
Green	66.0	-73.0	-1.0	73.0	180.8°
Violet	24.0	46.0	-57.0	73.2	308.9°

PROJECT MILESTONES

As stated, on the previous page, stability is extremely important.

This also means that the setup of the press has to be done as it will be run afterwards.

G-talks helps to make the right choices to obtain a stable printing system.



Intake meeting

What are the goals and vision of the printer? Who are your key suppliers?

What are your sales market and the customer requirements?

ECG audit :

Is the printer technically able to print in ECG?

What aniloxes have the right ink transfer? A printing test will make this clear.

What should be the additional investments?

Report after this stage



Decision of the printer

Is it a "go"?

Defining of the timeline



DO

Defining the new printing standard and equalising the different stakeholders. In particular the print operators, but also the management, the sales team, the ink- and plate supplier.

Training for the print operators is a key factor for success.



Can be done by G-talk (in English, French, German and/or basic Italian).

Explanation of the ECG-printing and process control training (E.g. DeltaE)



Preparing and printing a fingerprint (color charts) in ECG. This is your first ECG-job!
Creation of the profiles preferably by the prepress or by the plate supplier.
Do we achieve the color targets that we expected?

➔ Defining expected DeltaE per Pantone- or spot color and per printing substrate

Once the profile is created, we can start converting jobs into ECG. While printing these jobs, we check intensively the achieved colors and learn to correct the basic colors, live on the press.



In this stage, you are really printing in extended color gamut.
Every job, you win a lot of time in your set up and washing sessions don't exist no more.
You measure your colors on regular base and will see they will be close to the target.

OFFER

G-talk can count on 30 years of experience in printing (offset & flexo) of which 10 years in extended color gamut printing. Every time, printers see the benefits in their improved way of printing.

The strength of G-talk is the pragmatic approach of the projects. Understanding the needs of all stakeholders, in particular the people who deal with it every day : the prepress operators and the printers.

The logo features the word "G-TALK" in a bold, black, sans-serif font. The letter "G" is significantly larger than the other letters. A stylized orange gear icon is positioned above the top right of the "G".

G-TALK

let's talk graphical & technical

Technical consultancy

Printing consultancy

Packaging consultancy

Digitalisation print workflows

Training

Workfloor coaching

Graphical design

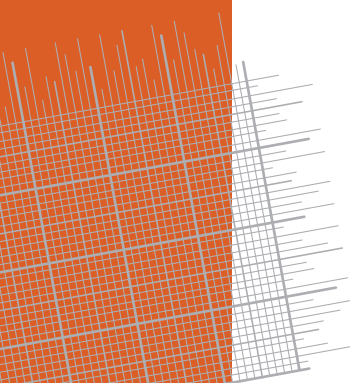
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A decorative graphic in the bottom-left corner consisting of a grid of thin, light-colored lines that tapers off towards the right.