

Print brand colors accurately

with a fixed ink set

Expanded gamut printing offers the equivalent of spot color printing, without the production overhead.



ESKO 



A business challenge

Shorter print runs squeeze your margins



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| A business challenge: Shorter print runs squeeze your margins

In the packaging and label industry, printing spot colors was seen as the way to achieve desired results. In the past, spot colors were chosen to match a specific color and improve print stability.

Both brand owners and converters traditionally prefer the color consistency and quality associated with spot colors.

Using spot colors on each print job, however, requires washing the press after every job and it extends the job change-over times.

Printers typically spend 50% - 60% of their production time washing and setting up the press. And that is becoming a problem in a world where ever shorter print runs are squeezing profit margins.



The Solution

Reduce the use of spot colors



| The Solution: Reduce the use of spot colors

Reducing the use of spot colors is a viable answer to the problem. Printing brand colors accurately with expanded gamut printing takes away a lot of the overhead that spot colors bring.

Expanded gamut printing widens the range of reproducible colors, by adding one or more inks (orange, green, blue or purple) to the conventional process inks (cyan, magenta, yellow and black).

This allows packaging and label printers to match more brand colors, without the production overhead of spot color printing.



Introducing Equinox

Expanded gamut solution for packaging
and labels



Introducing Equinox: Expanded gamut solution for packaging and labels

Earlier expanded gamut printing technologies did not attract wide scale attention of the labels and packaging industry, because printing professionals questioned the various technologies.

To put it bluntly: they were not happy with the limitations in color stability, gamut reach and consistency.

Over the past years, however, the number of short print runs has increased dramatically. In addition, the extended use of digital presses has made print buyers aware that their brand colors can be matched without the use of specific spot colors.

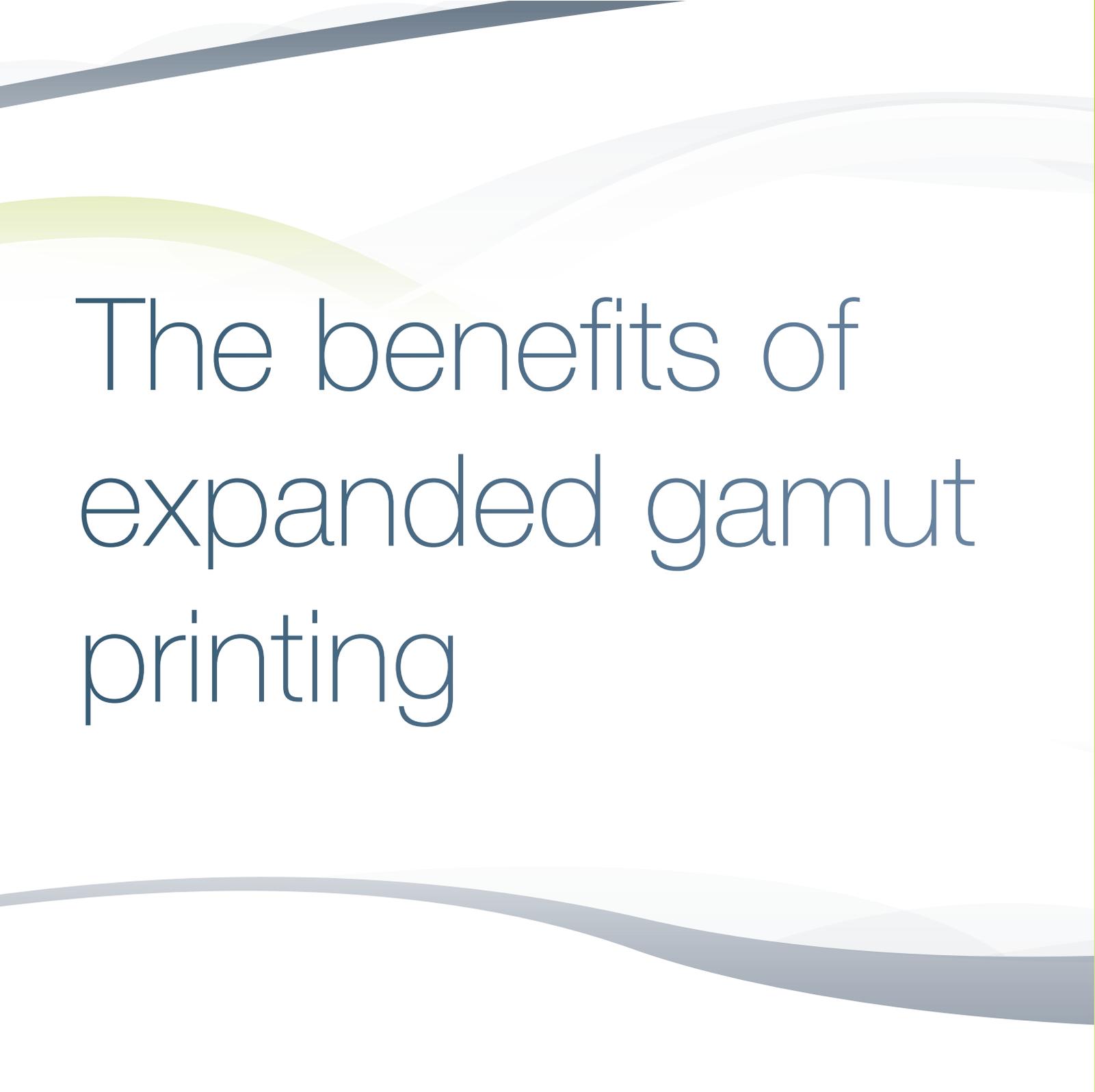
Today, one vendor is offering expanded gamut printing technology designed specifically to meet the needs of the packaging and label printing industry.

Esko's Equinox is gaining worldwide momentum in the market, with fast customer adoption, both for offset and flexo printing.

Developed by packaging prepress specialists to offer just what the industry requires, Equinox relies on a novel color technology to reproduce a wider range of brand color tones using five, six or seven inks and to maintain color stability on the press.

With Equinox, Esko has the expanded color gamut solution that delivers printing results that will make even the most demanding brands happy.





The benefits of expanded gamut printing



| The benefits of expanded gamut printing

Esko's Equinox offers a number of very distinct benefits for flexo and offset printers.

Compared with conventional spot color printing, Equinox is a path to high quality printing with a significant reduction of production costs.

- Reduced press downtime
- Reduced wash-ups on the press
- Higher productivity in the press room
- Reduced ink stock

To make the most of expanded gamut printing, Equinox seamlessly integrates with Esko's design and prepress tools.

“ We have reduced the number of daily change-overs by 20%. We have also reduced make-ready times by 20 to 40%. Today, we are looking at increasing our revenue by 10% within one year.”



*Cédric Ladroue, General Manager, Statim, France
Statim is an offset packaging and label printing specialist.*

“ It is a major innovation being able to print PANTONE colors with just seven inks. Thanks to Equinox we can now offer higher quality, more saleable print with less color differentiation. We have boosted our color space and regularly use extended gamut printing. We are also saving an average of 25% in inks.”



*Evgeny Lungin, Head of Prepress for Uniflex, Belarus operation
Uniflex is a packaging and self-adhesive label flexo specialist.*





Expanded gamut success

The STATIM use case



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Expanded gamut success: The STATIM use case

Face market demands with job ganging

Printers are definitely the most adamant Equinox advocates. Among them is Mr. Cédric Ladroue, General Manager of Statim, a packaging and label printing operation located in Periers, in Normandy (France). Founded in 2005, Statim addresses a customer base of major food producers.

Statim uses an 8-color Komori 72 x 103 offset press, that accommodates every required combination of spot colors. But such a high level of flexibility comes at the expense of productivity. “The label printing industry is facing ever increasing market demands,” says Mr. Ladroue.

“The number of required spot colors is increasing rapidly. At the same time, print run lengths are steadily decreasing. To maintain profitability, we are increasingly resorting to job ganging.

This is why we have chosen an 8-color press.” However, the growing number of spot color references required by customers makes ganging increasingly challenging.

Limiting press downtime

Statim found the solution with expanded gamut printing.

“Our goal was to limit press downtime caused by color changes,” explains Mr. Ladroue. “By using the same set of inks for all print jobs, expanded gamut printing eliminates the need for wash-ups when switching jobs and it reduces make-ready times.”

Statim was looking for the right technology to solve their problem. The answer came from Esko’s Equinox solution.



Expanded gamut success: The STATIM use case

“Most expanded gamut technologies that came to the market over the years addressed the entire commercial printing space. The benefits of expanded gamut printing were therefore unclear for printers using mostly process colors,” explains Mr. Ladroue.

“By focusing on packaging professionals and label converters, Esko provided just the right approach, with clear and factual benefits for us.”

80% of spot colors, with seven inks

Statim implemented Equinox in November 2012, using seven inks: cyan, magenta, yellow, black, orange, green and blue.

“Our 8-color press allows us to reap the full benefits of Equinox, with one printing unit still available for specific spot colors such as gold, silver and some shades of purple, that are difficult to reproduce,” says Mr. Ladroue.

Today, whatever print jobs are requested, the same set of inks can be used, making gang printing easier and reducing press downtime.

Equinox allows us to reliably print about 80% of all spot colors. We also maximize productivity by reducing the number of daily change-overs, for an equivalent production volume: from 8 to 10 change-overs a day down to 5 or 7, leaving more time for production,” says Mr. Ladroue.

“We now produce about 30% of our work using Equinox. Our goal is to reach about 80% by the end of 2013.”



| Expanded gamut success: The STATIM use case

Hard facts

Adopting Equinox has had a positive impact on Statim's profitability and positioning in a highly competitive market.

"We have reduced the number of daily changeovers by 20%," says Mr. Ladroue.

"In addition, we have also reduced make-ready times by 20 to 40%. We can confirm that Equinox allows us to approach new customers with a very strong pricing structure. This led to positive results, allowing us to gain new customers. Today, we are looking at increasing our revenue by 10% within one year."



| Want to know more?

If you want to learn how to print brand colors with a fixed ink set, talk to Esko.

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