

**ENHANCE PACKAGING
QUALITY AND PRESS UPTIME
WITH EXPANDED COLOR
GAMUT SERVICES**

A package has only seconds to impress before consumers pick it off the shelf or pass on by. As a brand owner, you know great color goes a long way towards helping consumers make that choice. And that means images and colors that stand out, and are consistent and vibrant across your entire product line.

RRD's Packaging team understands the importance of brand impact and the complexities of packaging. We have the innovative solutions to help your brand attract attention, while bringing simplicity and efficiency to the entire printing process.

Our Expanded Color Gamut (ECG) separation technology is a customized approach to packaging color—driven by the brand owner and engineered for the pressroom. ECG enhances the CMYK ink set with additional colors that expand the color gamut for more accurate color reproduction, benefiting both brand owners and printers.

DELIVERING BRAND OWNERS CONSISTENCY, EASE AND ACCURACY

The time is now to stop designing around press limitations by creating a single library of colors for your brand. Our ECG services will achieve more accurate color matches across different substrates and print processes, delivering superior design and print results by:

- Eliminating process to spot color trap lines, resulting in a more appealing transition between foreground and background graphics
- Creating richer, more realistic and exciting color density in both product photography and line art
- Generating more natural shadows and blends
- Creating a smooth process from design to print



RRD's ECG expertise enables more vibrant, realistic colors across a larger gamut and more accurate color matches to make your brand shine.

DELIVERING PRINTERS EFFICIENCY, QUALITY AND SIMPLICITY

RRD's ECG services will improve press room performance to include faster make-ready, accurate color matches, less color shift, and reduced ink consumption. This is achieved by:

- Working with standard ink sets—no need to purchase licensed expanded gamut ink sets
- Minimizing press make-ready time by standardizing to a core ECG ink set, thus eliminating press wash-ups and ink color match between press runs
- Enabling short print runs of diverse graphics that can be combined on the same press without sacrificing brand color accuracy
- Collaborating to optimize prepress and proofing for consistent results, and tailoring expanded gamut separations to the specific requirements of each unique print job
- Creating separations that work on press, delivering superior color with quick turnaround time



PROOFS WITH CONSISTENT COLORING

We provide digital proofs that are calibrated to your printer's profile and reproduce the same colors as your printer. No color surprises—your proofs and packages will match just as they should.

EXPANDED COLOR GAMUT SERVICES WITH COLLABORATION

For over a decade, we've prepared thousands of ECG packages each year. Our color development team works simultaneously with brand owners and printers. Once artwork is finalized, a library of match colors is created for your brand colors, while a fingerprint from your printer is analyzed for maximum color reproduction. Your artwork and images are then converted into the larger ECG. Color corrections are applied and proofing profiles are created.

The results are packages with smooth transitions between the line art and continuous tone images—all with remarkable consistency from printer to printer and run to run. Separations are more balanced and printers will see uniform impression across the web.

Your packages will boast vivid and eye-catching color—a true reflection of your brand, helping attract customers and compel shopping behavior, from shelf to shopping cart.

OUR CUSTOMERS SPEAK FOR US

For over a dozen years, Kelly Owens, Creative Director for the Central Avian & Small Animal division at Kaytee, has been working with RRD's ECG technology.

"We're always looking for ways to improve the shelf appeal of our packaging. When the RRD team came to us with expanded color gamut as a way to improve our packaging, we wanted to give it a try. The results have been great! The overall brightness and pop of our packaging is amazing. Our printers have been onboard throughout the process and love to print expanded color gamut. We use ECG on nearly all of our new packaged products."



BRING VIBRANCY TO YOUR BRAND

Customers around the world rely on RRD's industry-leading solutions, advanced technologies and refined workflows to produce compelling packaging and achieve a variety of branding and business goals.

Our team of experts understands the critical importance of your brand vision and how efficient, cost-effective packaging design and production helps deliver brand consistency and product integrity on every shelf in every country where you do business.

We help create a comprehensive packaging workflow to produce standout packaging that will help build, reinforce and improve brand awareness. By incorporating the latest, most innovative technologies, we help give you an edge over competition, and make your design, packaging and production processes as seamless as possible.



Optimize Engagement
Visit MS.RRD.com

Learn more about how our format engineering capabilities can enhance your customer's interactive experience. Contact us at 800.722.9001 or msdelivers@rrd.com.

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