



SOLUTION PROVIDER
for packaging printers and brand owners

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EGP

Greener and more sustainable printing

NEED FOR MORE SUSTAINABLE PROCESS?



The packaging companies are looking a way to more **sustainable production**. Consumers are concerned about the environmental impact and responsibility is a major topic at FMCG companies.

The packaging materials have been in the focus a long time. Now there is a way to **greener printing** with Expanded Gamut Printing.

The early adaptors can also take the advantage of the marketing power of **the more sustainable printing** process.

EXPANDED GAMUT DISCLAIMER

The Expanded Gamut Printing, EGP, is not a system to replace 100% of the traditional Spot printing. Each printing system has limitations.

EGP color space (gamut) covers ca. 90% of the PMS shades, but there will always be cases where the Spot color replacement with EGP is not practical due to the number of plates or complicated color conversion.

When needed, the Spot colors will be used together with EGP where beneficial. All in all, **EGP is a way to more environment friendly print.**



WHAT IS EGP: EXPANDED GAMUT PRINTING

EGP IS BIGGER COLOR SPACE

Gamut = Color Space

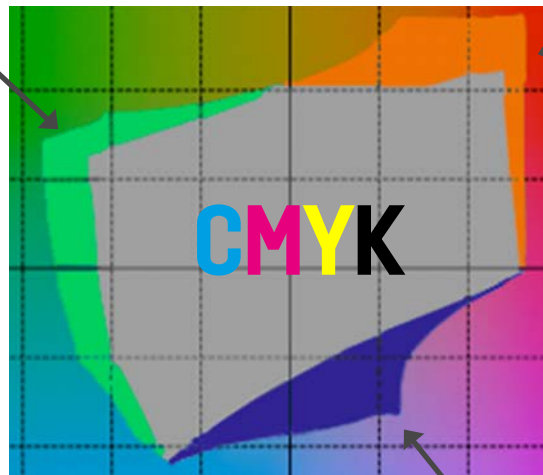


ENLARGED



Added
Green

Added
Orange



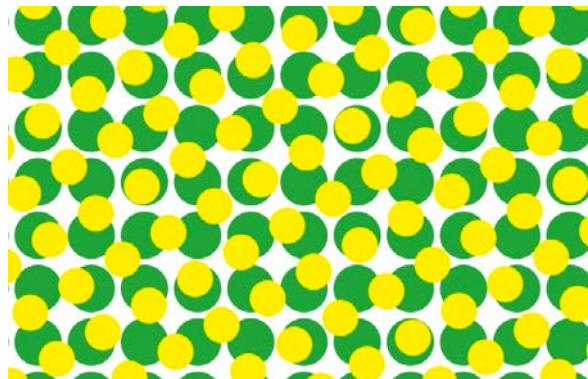
Added
Violet

EGP IS DIGITAL COLOR MIX

Traditional **Spot** Color Printing is
manual mixing of ink



Modern **EGP** printing is
digital mixing of dots



EGP IS FIXED COLOR PALETTE



Traditional

Spot color gamut = **1.867** PMS shades



Traditional

CMYK color gamut = **55%** of PMS shades



New

EGP color gamut = **90%** of PMS shades



THE COLOR BOOST FROM CMYK TO EGP



Traditional

CMYK is fixed **4** inks



New

EGP is fixed **5-7** inks



THE BEST MATCH IN PRINTING AND PROOFING



EGP Flexo/Offset



Digital Printing



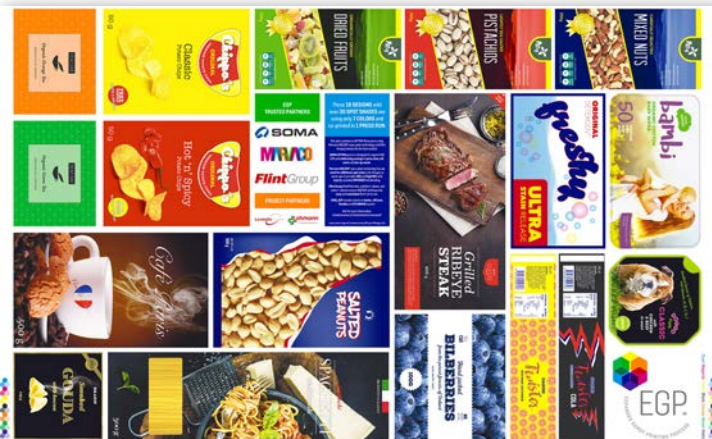
Proofing

EGP SAMPLES

EGP JOBS IN REAL LIFE



EGP CO-PRINT SAMPLES



BENEFITS OF EXPANDED GAMUT PRINTING

CUSTOMER'S VOICE



Elecster has used Expanded Gamut Printing since 2015.

*"With the EGP process,
printing has become more environmental friendly,
and printing flexibility has improved"*

says Timo Juvonen, Production Director of Elecster.

BENEFITS OF EGP



Reduced Emissions



Reduced Ink & Material Waste



Saving Set-up Time



Quality Improvement



More Colorful >3.000 pcs



Flexibility & Variations



Color Unity



Best Value

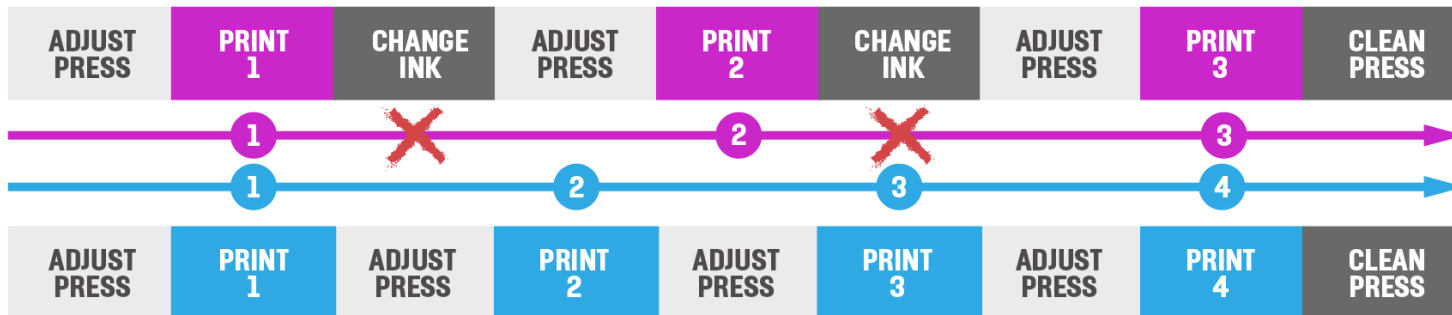
SUSTAINABILITY AND QUALITY



*These benefits are compared to traditional packaging printing. Environmental benefits are the biggest for solvent based printing, but **EGP processes are more sustainable than traditional printing processes.***

LESS SET-UP IS ECOLOGICAL

Multiple print runs using SPOT colors



Multiple print runs using EGP

By avoiding the ink changes between the runs one can save in waste ink, washing detergents and work and time. Less use of solvents and less waste means more ecological packaging printing process.



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THANK YOU!

For more info, please contact:
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