



SOLUTION PROVIDER
for packaging printers and brand owners

Kai Lankinen, Chairman, Marvaco Ltd



EGP™

Digital EGP FLEXO and proofing

BENEFITS OF EXPANDED GAMUT PRINTING

BENEFITS OF EGP



Reduced Solvents



Ink & Material Savings



Set-up Time Saving



Better Quality



More Colors >3.000 pcs



Flexibility & Variations



Color Unity



Best Value



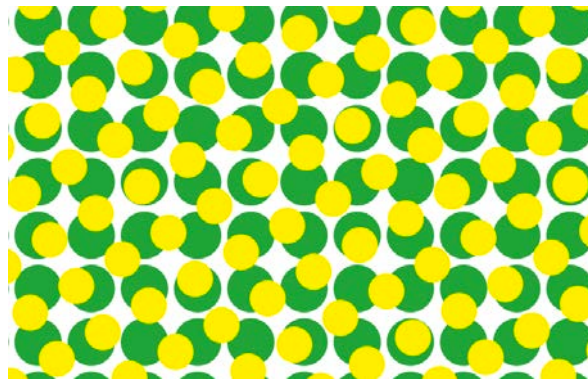
WHAT IS EGP – EXPANDED GAMUT PRINTING

EGP IS DIGITAL FLEXO

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



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



DIFFERENT PRINT COLOR STRATEGIES



Traditional

Spot color gamut = **1.867** PMS shades



Traditional

CMYK color gamut = **45%** 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



DEMO CASE EGP COLOR BOOST



New
EGP
7="17c"



Traditional
CMYK
+1 PMS



THE BEST MATCH IN PRINTING AND PROOFING



EGP Flexo



Digital Printing



Proofing

PERFECTING COLOR WITH EGP



Logo PMS 144
dE00 CMYK = 2.85
dE00 EGP = 0.00



Logo PMS 116
dE00 CMYK = 2.94
dE00 EGP = 0.67



Logo PMS 361
dE00 CMYK = 4.81
dE00 EGP = 0.00



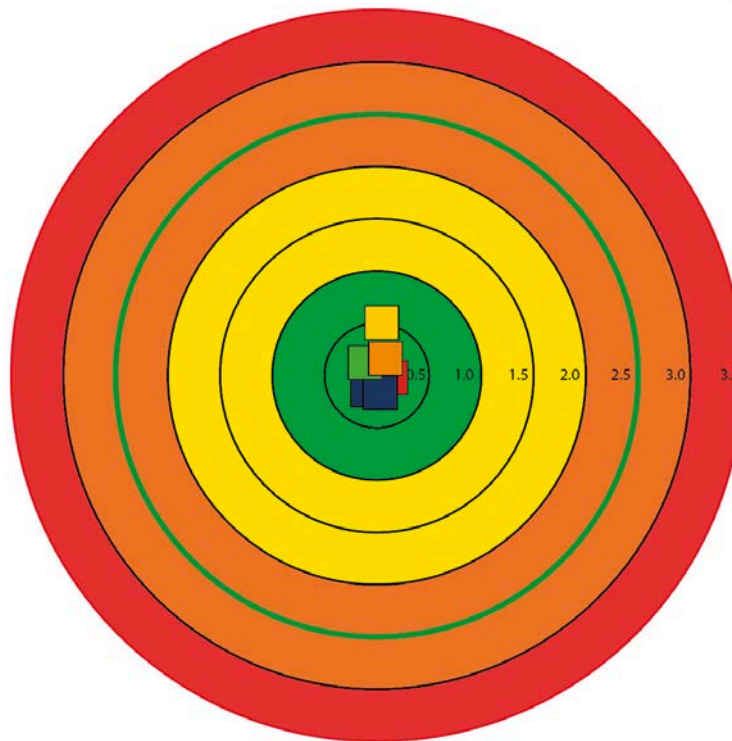
Valio Logo PMS 294
dE00 CMYK = 0.40
dE00 EGP = 0.00



Logo PMS 280
dE00 CMYK = 0.20
dE00 EGP = 0.00

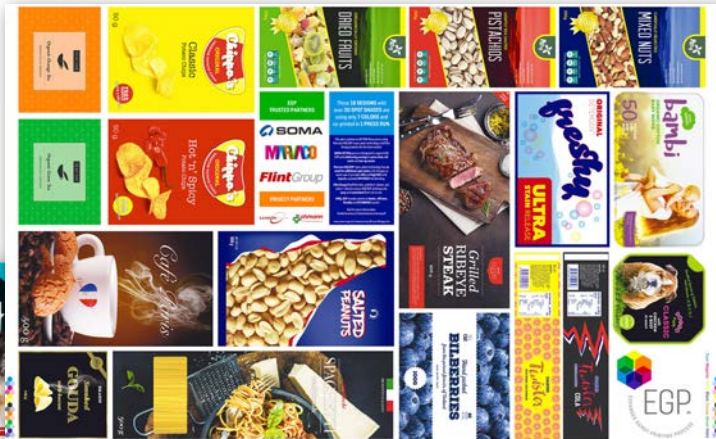


Logo PMS 485
dE00 CMYK = 1.04
dE00 EGP = 0.07



CASE SAMPLES 2016-2018

HiQ EGP CO-PRINT SAMPLES



EGP JOBS IN PRINT AWARDS



FINDING CAPABLE BEST PARTNERS





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THANK YOU!

For more info, please contact:
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