Unique color management tools and expertise for packaging & labels

Color management

ESKO

Customers generally make
an initial judgment on a product
within 90 seconds of interaction
with that product and about

62%-90%

of that judgment
is based on color.

CONTENT

Unique color management tools and expertise for packaging & labels

Consistent color in packaging and labels is challenging. Prepress, substrate, printing process and inks, all affect what the finished pack or label looks like on the shop shelves.

Getting brand colors right the first time, and every time, is a matter of using good processes supported by the right tools. With Esko's unique color management solution you will achieve perfect color, consistently reproduced every time and everywhere.

With Esko color management solutions you

• communicate unambiguous spectral color information throughout your entire supply chain.
• accurately predict what brand colors will look like on the finished pack, taking substrate and printing process into account.
• bring down production costs and reduce waste.

25%
of Brand Owners
indicate they
frequently encounter
color inconsistency
or inaccuracy.

Color
management
at the heart of prepress

Esko solutions include a dedicated color management system for packaging and labels. The powerful color database accurately predicts brand colors on the finished packaging.

Superb results with spectral data

Unlike other color management systems, Esko utilizes spectral color information to capture the true signature of a brand color, independent of light source or substrate.

What's more, Esko has a uniquely patented overprint model that goes beyond CMYK process inks. Based on spectral measurements of a spot ink, the software accurately predicts how process inks will interact with spot inks.

Part of an integrated solution

All stakeholders can connect to the color management system from their preferred application: Adobe® Illustrator®, ArtPro, PackEdge.

Automation Engine accesses the same color database for automation purposes, and printing plates are ripped to predefined press color specifications.

DAVID PIERCY,
PRODUCTION DIRECTOR,
VCG CONNECT, UK

With Esko's solution we can quickly and easily share color information. This saves many hours previously required for color conversions and retouching.

ERIK DE CLOE,
DIRECTOR OPERATIONS,
DSN, BELGIUM

We're reputed for delivering absolute color quality and consistency towards brand owners. The partnership with Esko has only intensified our expertise.

51%
of Brand Owners indicate that color-related challenges cost the company $50,000/year or more.

HUGH FARRELL,
PREPRESS MANAGER,
NORTH STATE FLEXIBLES LLC, USA

Matching colors with Esko tools, our customers are confident with our proofs.

Create
reliable
proofs

PackProof creates color accurate hardcopy inkjet proofs on a selection of locally or remotely operated inkjet printers.

In combination with a high quality inkjet printer and the right proofing media, PackProof is an excellent solution for hard and soft proofing of brand colors in packaging and label designs.

Set the right brand color expectations

Having an accurate proof early in the process sets expectations for smooth print production and avoids costly errors and waste.

Integration with prepress software

PackProof accesses spectral brand color profiles and press/proofer settings from the centrally deployed Esko database; a guarantee for consistency.

Integration with Automation Engine makes proofing an easy and straightforward part of an automated prepress workflow.

STEFAN BEHRENS,
PREPRESS MANAGER,
RAKO ETIKETTEN, GERMANY

Standardization and proofing of process colors were made possible with the Esko solutions.

60%
of the customers
accept or reject
packaging based
on color.

Match
spot colors
with expanded gamut printing

With Equinox, Esko brings to market a complete solution for extended gamut printing, specifically designed to meet the needs of packaging and label printers. Expanded gamut printing makes it possible to reproduce a brand color without spot inks, but rather with a fixed set of 5, 6 or 7 inks. This enables fast job change-overs on press while maintaining visual brand identity.

Why replace spot inks for a fixed ink set in packaging?

In the packaging and label industry, printing spot inks was the secure way to match a specific brand color at the highest print stability.

Using spot colors for each print job, however, requires washing the press after every job, leading to extended job change-over times. Printers typically spend 50% - 60% of their production time washing and setting up the press. And that is a problem in a world where ever shortening print run lengths are squeezing profit margins.

Printers typically spend 50% - 60% of their production time washing and setting up the press.

Replacing spot inks with a wider set of process inks is a viable answer to these challenges. The range of reproducible spot colors is defined by the number of inks added to the standard process ink set, typically orange, green, blue or purple.

Match more brand colors without the overhead of spot color printing.

With expanded gamut printing in place, your ink kitchen no longer piles up buckets of spot ink left-overs, a big step towards waste reduction and more environment friendly printing.

The benefits of expanded gamut printing

Compared with conventional spot color printing, color conversion with Equinox provides high quality printing while increasing efficiency for short print runs.

- Improved press uptime
- Reduced wash-ups on the press
- Reduced ink stock
- Higher productivity by gang printing different jobs on the same sheet

CÉDRIC LADROUE,
GENERAL MANAGER,
STATIM, FRANCE

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.

Did you know?

- Equinox is entirely based on Esko color management technology, easy to use and easy to implement, not influenced by ink, process or substrate limitations.

- Equinox easy to use color profile tools will never build colors with more than 4 inks in order to guarantee excellent press registration.

- Equinox seamlessly integrates with Esko design and prepress tools. There's an Equinox task in Automation Engine to automatically convert jobs to the expanded gamut color space.

- For images, the Equinox Adobe® Photoshop plug-in leaves you the choice: print images in process CMYK as before (consistency) or convert them to expanded gamut and noticeably increase the impact of your package design.

- See what you get: spot colors in vector art can be converted to expanded gamut using ArtPro or PackEdge.

Brand color
communication
on a cloud-based platform

PantoneLIVE™ is a secured database of spectrally defined Pantone® and brand spot color references in the cloud.With PantoneLIVE, design intent actually makes it to the shelf, regardless of how, when and where your packaging is produced.

Enabling color consistency starts with the brand

The brand owner selects the color palette and substrates. In the PantoneLIVE digital library, accurate color specifications for your brand are identified, taking substrates, print processes and inks into consideration.

Each color is defined by its own digital DNA, based on precise spectral data, and stored securely in the cloud-based environment.

Via the PantoneLIVE brand owner portal, brand managers authorize suppliers to access the spectral data for a particular project.

Color increases brand recognition by

80%

and because it evokes
immediate, strong physiological
and psychological bonds,
it is key to brand identity.

In order to close the loop, real-time press results are provided back to the brand owner via an easy to understand scoring system, which considers both quality and consistency.

Building a stronger supply chain

With access to the PantoneLIVE cloud, the entire global supply chain utilizes unique brand owner palettes and true Pantone references.

The results

- Precise brand colors on a global scale.
- The ability to source globally without compromising on print quality or color consistency
- Color-accurate proofs.
- Lower expenses with faster cycle times and less waste.
- Access to real-time press results reduces the need for print validation and approval at the press.
- A digital process reduces wet ink drawdowns.
- Customer and converter all concur in advance of production.
- True measureable results at every stage of the process.

Industry expertise and ISO compliant

PantoneLIVETM has been developed in close relation with industry experts X-Rite and Pantone®. The data stored within the cloud is CxF, X-Rite's color data exchange format, that has recently been adopted as an industry standard by the ISO committee.

PHIL DUNCAN,
GLOBAL DESIGN
OFFICER, P&G, USA

PantoneLIVE is an efficient, effective and seamless technology that saves time and money, and helps ensure design intent makes it to shelf, whether we are creating a new Charmin® package design, proofing an Olay® label, mixing ink for Tide® packaging or assessing the quality of Gillette® packaging on press.

In depth
color expertise

Taking into account all the variables and the many stakeholders, reliable color reproduction may seem a daunting task. That's why numerous Brand Owners and packaging and label printers worldwide use Esko color management solutions.

With Esko color management tools you settle color issues before going to press. The proof reliably reflects the printed artwork and aligns customer expectations.

Did you know?

Esko works closely with partners X-Rite and Pantone®. These companies are all part of the Danaher group, sharing knowledge and technology so end users get the best possible color management solutions.

Contact a
color specialist

Are you looking to implement color management tools? Esko Solution Architects can help.

Based on your specific needs, Esko Solution Architects design and implement only those color management modules that make sense for your business. As a global company, Esko has color experts nearby, committed to help you when you need it, where you need it.

Working in close relation with established color experts X-Rite and Pantone®, Esko color management solutions stand for brand color predictability, consistency and repeatability.

With Esko's help you will get color right the first time. Every time. Everywhere.

40%
of consumers change their minds at the retail shelf because of packaging.

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