

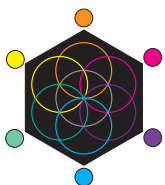
REACH THE TOP WITH **XCOLOR™**
EXTENDED GAMUT PROCESS



**WITH OUR SUPPORT,
YOU WON'T TRIP.**

Brands want big color. They also want short-run regional and seasonal promotions for multiple SKU's. Using a fixed, extended gamut ink set helps printers meet this need and reduce costs.

Implementing an EG workflow can be challenging without an experienced guide. Printers who use our Xcolor™ Extended Gamut Process achieve peak performance more quickly.



WIDER COLOR GAMUT
COST-EFFECTIVE SHORT RUNS
LESS CHANGEOVER AND INVENTORY
PRE-, POST-, AND ON-PRESS SUPPORT



csw inc
packaging made better

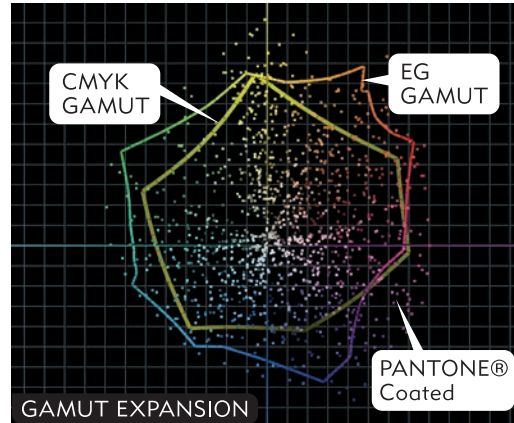
800-800-9522 cswgraphics.com/xcolor

Since 2011, CSW has helped dozens of wide and narrow web printers to implement EG workflows, using our proven Xcolor™ extended gamut separations and pressroom support.

PRE-PRESS EXPERTISE:

CSW has been supporting extended gamut print operations since 2011. Xcolor™ separations can replicate 80-90% of the Pantone® library – nearly double the amount we can achieve with traditional 4/C process.

Our proofing workflow is built and calibrated for extended gamut display and output, so there are no surprises on press. We rely on more than just software solutions, however. Xcolor™ prepress operators use spectro-based color science and decades of experience to execute their EG print separations.

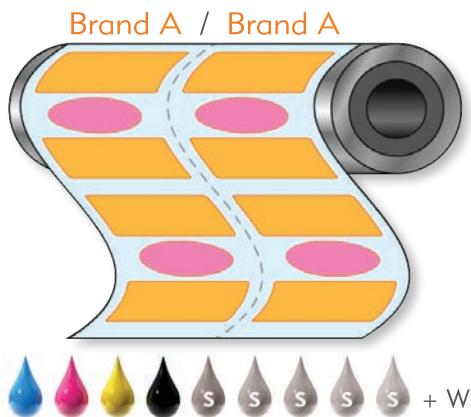


Xcolor™ EG printing not only opens up the process color gamut, but also allows printers to reproduce much more of the Pantone® library.

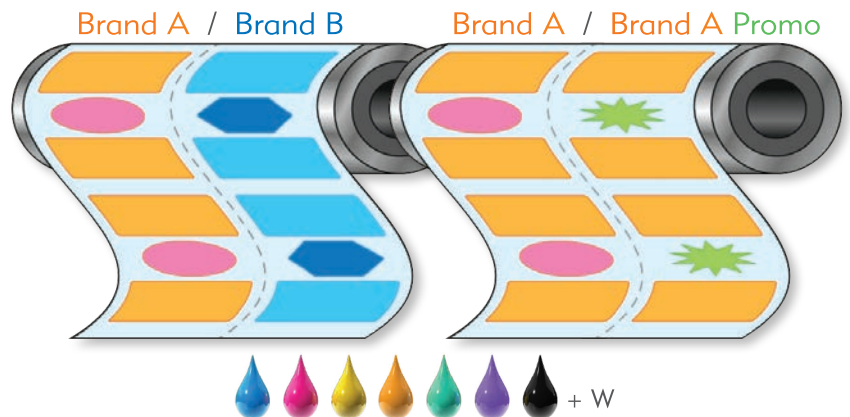
ON-PRESS SUPPORT:

CSW partners have already run thousands of successful Xcolor™ extended gamut projects. Many are used for regional and seasonal promotions with multiple brands, flavors or variable designs ganged across a single wide or narrow web. This flexibility is crucial to brand owners, and the broader color gamut has a huge impact on both design development and shelf impact.

The fixed ink set used in EG printing allows printers to realize time efficiencies with less changeover. Reduced ink inventory means cost savings and reduced waste. To ensure continued success and safeguard these benefits, CSW offers press-side consultation and a printer certification program. If needed, our ImageLab™ post-run evaluation service score-cards multiple press pulls to verify consistency and certify success with Xcolor™ extended gamut.



10/C Traditional Print results in excessive ink inventory and changeover between jobs.



Xcolor™ Extended Gamut Process means greater flexibility and potential cost savings, by reducing the number of print stations and allowing for ganged runs.

Expand your gamut – and your client list.

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