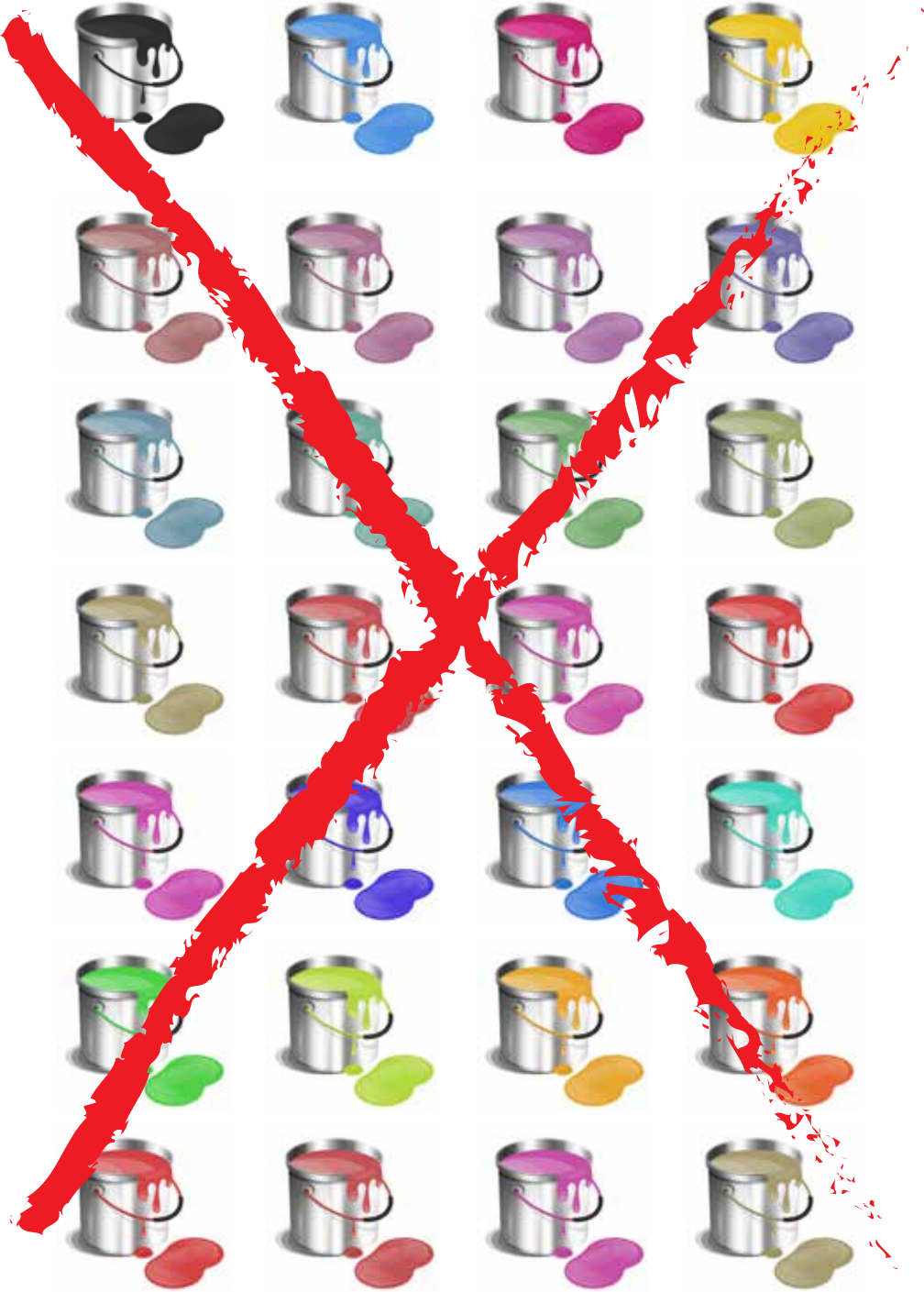


CMYK + PMS colours



IMPOSSIBLE
TO PRINT



ECCG Extended Chespa
Colour Gamut

IMPOSSIBLE
BECOMES STANDARD



EXTENDED CHESPA COLOUR GAMUT (ECCG).

The label shown above is part of the Chespa ECG project, which demonstrates the advantages of this solution. Five BIRD FEAST labels in different variants were selected for the project. Each label contains eight separations (CMYK + 4 Pantone) under standard printing conditions. In our project, we show the possibility of printing these labels in any configuration on a printing web. We printed two webs, each with three variants, depending on the customer's needs. In traditional CMYK printing plus Pantone separations, 16 printing units (CMYK + 3x4 Pantone) would be needed for each web, which is impossible in practice. The same labels, after conversion to ECG, can be freely configured using a maximum of 7 printing units (CMYKOGV). The label above is printed as a certified proof with original Pantone separations, and next to it is a version printed using Chespa ECG technology.

Chespa has developed its own ECG conversion system based on many years of experience in various printing technologies.