

Alwan Color Expertise

HiFi/ Extended Color Gamut by Alwan®



SPOT COLORS WITHOUT SPOT INKS

The image displays several product labels and a color calibration chart. The labels include 'OMOSPIONDIA Tomatina' (100% Natural Product), 'VINO KOMMENH AIDIOGAIOMENH TOMATA ΧΩΡΙΣ ΣΥΝΤΗΡΗΤΙΚΑ', 'PEELED CHOPPED TOMATOES NO PRESERVATIVES', 'Venderosso Olive Bella di Cerignola', and 'le specialita melanzane a filetti in olio di semi di girasole'. A color calibration chart on the right shows color swatches for Pantone 294C, 477C, 7597C, 364C, and 871C, with a percentage scale from 50% to 100%.

BENEFITS

Print Accurate Brand Colors

HiFi by Alwan® technology has been developed to enable printers to maintain or improve their color accuracy and consistency while decreasing costs.

Save Press Maintenance and Time

HiFi by Alwan® technology enables printers to replace all spot inks with one 6/7 colors extended gamut ink set and to benefit from reduced wash-ups, quicker turnaround, faster make-ready and simpler process control in order to print more jobs!

Minimize Ink Formulation and Stock

HiFi by Alwan® technology enables printers to minimize or even eliminate spot ink and stock cost, saving significant money.

CHALLENGES

Color Accuracy

Consumer products package and label colors are of paramount importance. They are often the main decision making factor for the consumer. They should be reproduced accurately and consistently.

However, each brand and product has its own spot colors that require specific spot inks on the press. Printing with spot inks is a costly option that printers had no choice but to bare.

Shorter Production Runs

Printing with spot inks necessitates machine cleaning and preparation for each job. During this time, the press is idle and does not produce. Idle time can be reduced by 50% if printing inks do not have to be changed.

Increasing Costs

Using spot inks requires the formulation or the purchase of the required inks before each job. This increases production delays and costs.

A consequence of using spot inks is the stock of ink that printer ends up having, Thousands and sometimes Millions of unused and probably lost Dollars.

Only 60% of Pantone® colors can be simulated with a 4-color process.

HiFi/ECG process can simulate above 90% Pantone® colors within a **DeltaE of 2**.

SOLUTION

HiFi by Alwan® technology allows packaging and labels printers to add 2 or 3 inks (orange, green, blue or violet) to the conventional process inks (cyan, magenta, yellow and black) in order to extend the color gamut of their press.

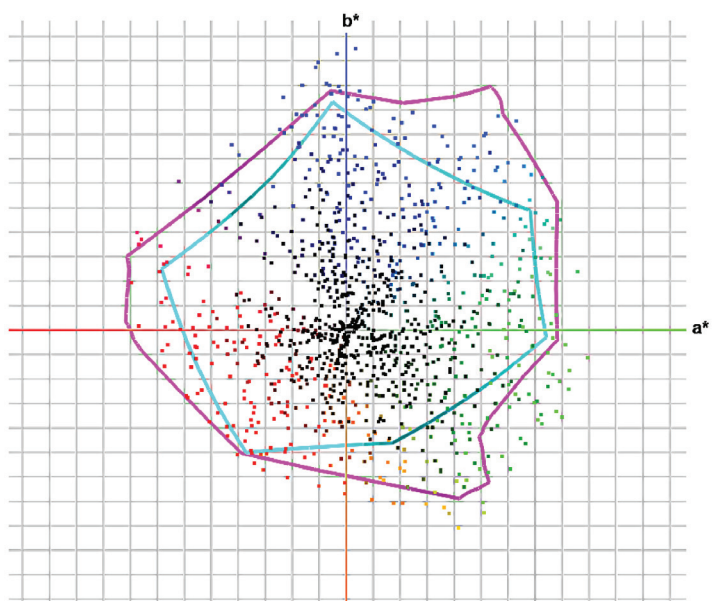
Alwan PrintStandardizer (APS/X) helps press operators find optimal printing conditions for the used inks.

Solids and tone reproduction of HiFi/Extended Color Gamut (ECG) inks are set and automatically maintained for each job.

Alwan ColorHub (ACH/X) profiling option* generates the ICC profile of the HiFi/ECG process. Jobs that are destined for HiFi printing are automatically managed by ACH/X HiFi* in order to print spot colors with ECG process inks with minimum ΔE .

Alwan PrintVerifier (APV/X) allows quality control and quality assurance operators at the printer as well as at the brand owner. With APV/X operators can check locally and remotely the conformity of any color of any job printed in any facility worldwide.

*additional paid option



Dots: Pantone PMS Coated
Gamut GrayCol 2006 Coated 1 (4-color process)
Gamut HiFi CMYK Orange Green Violet (6-color process)

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