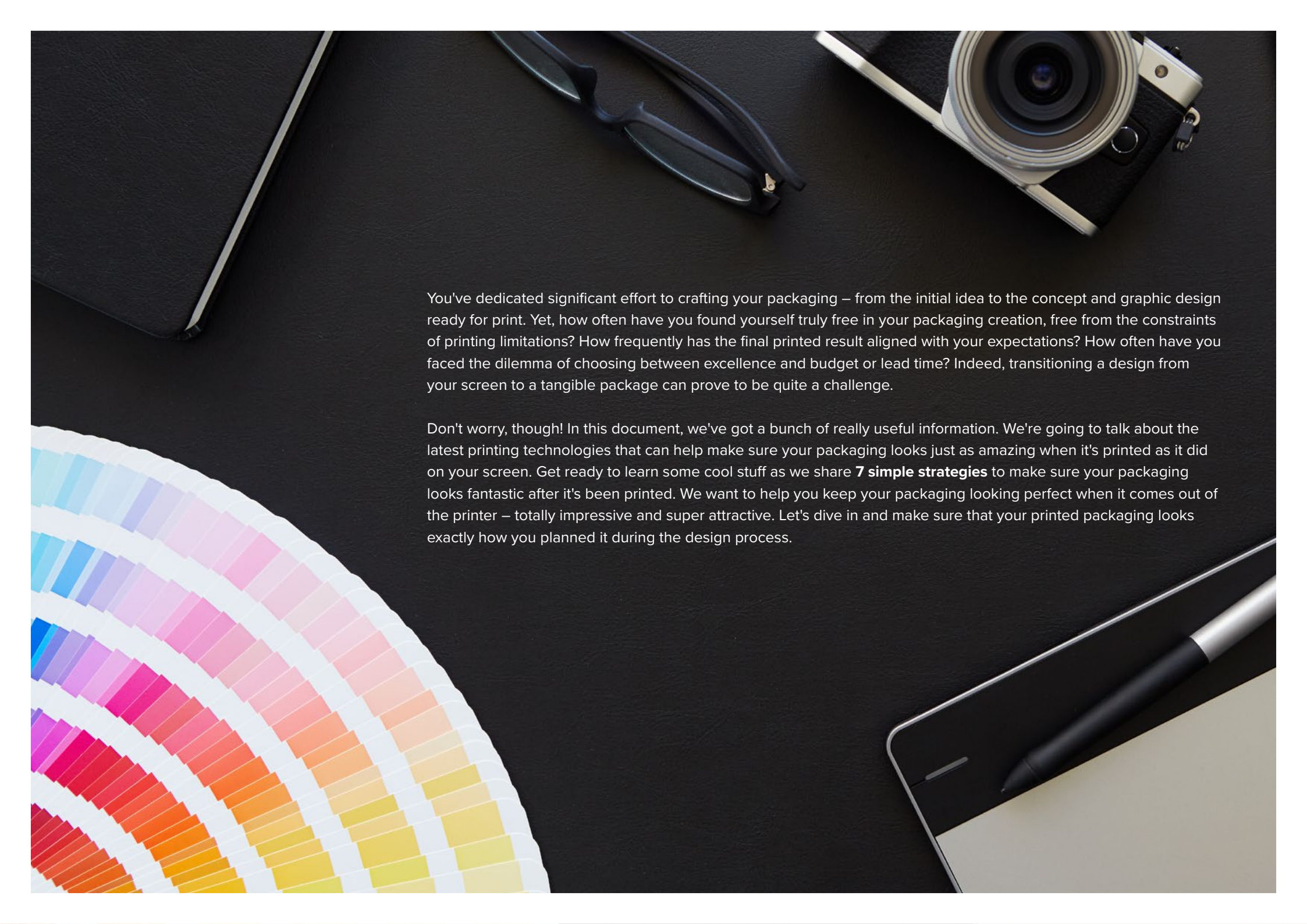




Winning Strategies:

**7 Ways to Safeguard
Your Packaging's
Perfection in Print**

A top-down view of a dark desk. In the upper right, there is a silver and black camera. In the upper center, a pair of black-rimmed glasses lies horizontally. In the lower right, a black pen with a silver tip rests on a light-colored surface. In the lower left, a portion of a color calibration chart is visible, showing a series of colored squares in a fan shape. The background is a dark, textured surface.

You've dedicated significant effort to crafting your packaging – from the initial idea to the concept and graphic design ready for print. Yet, how often have you found yourself truly free in your packaging creation, free from the constraints of printing limitations? How frequently has the final printed result aligned with your expectations? How often have you faced the dilemma of choosing between excellence and budget or lead time? Indeed, transitioning a design from your screen to a tangible package can prove to be quite a challenge.

Don't worry, though! In this document, we've got a bunch of really useful information. We're going to talk about the latest printing technologies that can help make sure your packaging looks just as amazing when it's printed as it did on your screen. Get ready to learn some cool stuff as we share **7 simple strategies** to make sure your packaging looks fantastic after it's been printed. We want to help you keep your packaging looking perfect when it comes out of the printer – totally impressive and super attractive. Let's dive in and make sure that your printed packaging looks exactly how you planned it during the design process.

Strategy 1

Set Your Creativity Free – Use More Colors in Your Designs

Use as many as 12, 15, or even more Pantones in your design

In the exciting realm of packaging design, your creativity knows no bounds. Discover how extended gamut printing empowers you:

Limitless Colors: In extended gamut printing, a captivating transformation occurs. Multiple Pantone colors are magically simulated and printed using a fixed 7-color gamut. This means that you can use as many as 12, 15, or even more Pantones in your design. The best part is that these colors will be recreated perfectly when printed, giving you the freedom to bring unparalleled creativity to your packaging. Your design ideas can truly come to life with a wide range of colors, allowing you to achieve packaging that stands out and captures attention.

Wide Range and High Accuracy of Pantones: With the magic of the 7-color gamut, 1729 unique Pantone colors come to life. That's a whopping 95% increase in accuracy compared to the limited 4-color process. Say goodbye to the limitations of CMYK models – extended gamut printing widens the spectrum of colors you can bring to your packaging design. Your creativity will shine through with unmatched vibrancy and precision.



Strategy 2

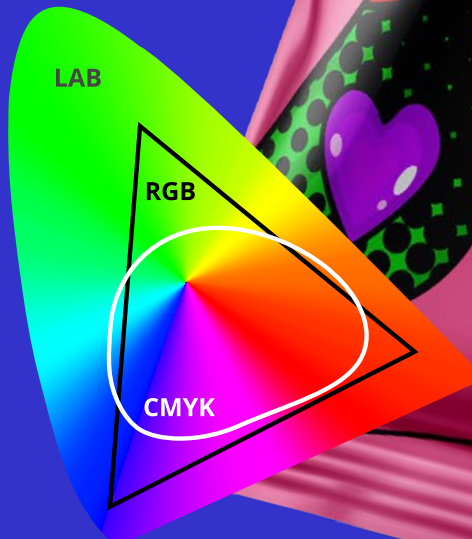
Enhance Visibility – Make Your Colors Scream with Vibrancy

In a fiercely competitive global market, where packaging must stand out, the demand for visibility is non-negotiable. Discover how to amplify your presence:

Vibrant Images: Elevate your visuals with a higher screen ruling, soaring from 110 lpi to an impressive 150 lpi. Coupled with smaller printing dots, this transformation guarantees images that radiate brightness. Add a touch of enchantment by incorporating extra colors – print your images using 5, 6, or 7 colors. This synergy ensures your packaging boasts vividness that captures attention and leaves a lasting impact.

On-Screen and In-Print Harmony: Achieve a seamless transition from screen to print. Break free from the RGB to CMYK conversion process. Instead, print directly from RGB format, eliminating the need for color conversion. This dynamic leap ensures your packaging maintains its intended vibrancy, delivering consistency between your digital designs and their tangible form.

Print directly
from RGB
format



Strategy 3

Seamless Elegance – Embrace Halftone Brilliance

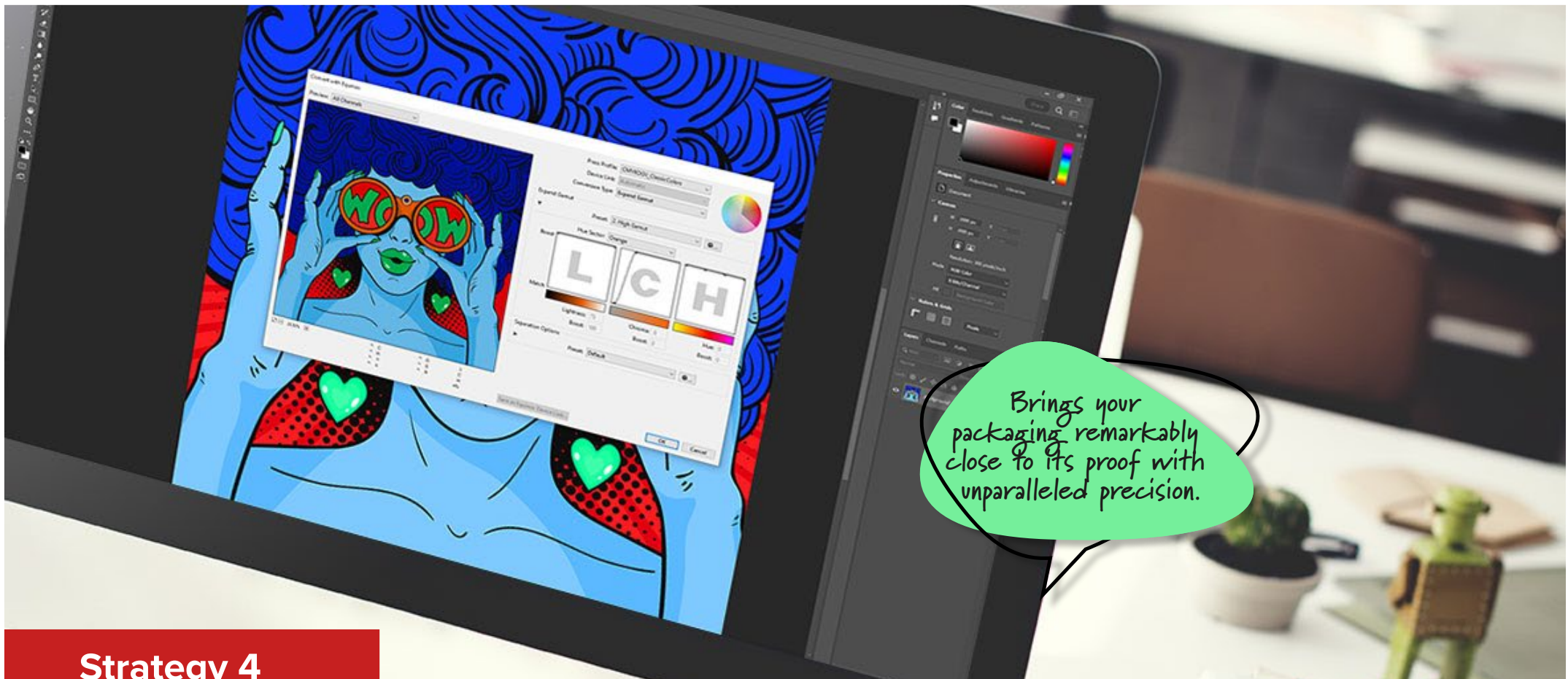
Devoid of any
graying effects



In the pursuit of packaging perfection, every detail matters. Discover how embracing smoother transitions and halftone brilliance can elevate your brand's allure.

Seamless Transitions: Your designs can come to life with seamlessly transitioning shades. This transformation unveils an unprecedented level of elegance, ensuring that your packaging exudes a harmonious flow that captivates the eye.

Halftone Brilliance: Halftones are not only brighter but also devoid of any graying effects, truly making your packaging shine. By choosing this strategy, you're selecting a path that infuses your brand's image with radiance and brilliance, leaving a lasting impression on anyone who gazes upon it.



Strategy 4

What You See Is What You Get – Predictable Printing

In the world of packaging, achieving the desired result starts with predictability. Discover how this strategy ensures that your printing outcomes are not just accurate, but strikingly consistent:

Assured Print Alignment: Envision your packaging coming to life almost exactly as it was envisioned in your printing proof (cromalin). This strategy guarantees a level of precision that outperforms the possibilities of Pantone colors. With a digital cromalin printer operating in 7 colors, you're presented with a realm of predictability that brings your packaging remarkably close to its proof with unparalleled precision.

Strategy 5

Sustainable Elegance – Reduce Environmental Footprint

In today's world, sustainability is no longer a choice but a necessity. Discover how this strategy not only elevates your brand but also contributes to a greener future:

REDUCES
PRODUCTION
WASTE BY AN
AVERAGE OF
34%

Reduced Ink Consumption:

Envision a scenario where your packaging's allure doesn't come at the expense of excessive ink usage. With an average 25% reduction in ink consumption, this approach benefits not only your designs but also the environment. By embracing this strategy, you're embracing elegance that aligns with responsible practices.

Minimized Production Waste:

Choose printing that actively reduces production waste by an average of 34%. This commitment to efficiency brings about both aesthetic excellence and responsible practices, as you create with precision while minimizing waste.

Ink Waste Elimination:

Make ink waste no longer a concern. When printing your packaging, only the printing plates change from one design to another, while the same set of inks remains. This ingenious strategy empowers you to achieve impeccable results while ensuring that your brand's environmental impact remains minimal.

Strategy 6

Budget-Friendly Brilliance – Affordable Solutions for Short/Medium Print Runs

Showcase your brand's brilliance without breaking the bank. Discover how this strategy not only delivers excellence but also ensures cost-effectiveness for your short to medium print runs:

Competitive Pricing: Envision accessing high-quality packaging that fits within your budget. This strategy offers solutions that are not only exceptional but also competitively priced for short and medium print runs. You can expect a pricing level similar to digital printing but with the added benefits of conventional methods. By choosing this path, you're securing packaging that radiates excellence while aligning seamlessly with your financial objectives.



Pricing level similar to digital printing but with the added benefits of conventional methods

Brand Owners and Private Labels Advantages: This strategy empowers brand owners and private labels alike. With affordable pricing for short to medium print runs, you can manage budgets while ensuring flexibility to modify your packaging swiftly, simplifying the management of product variations. The ease of customization also means you can quickly seize new opportunities and get products to market faster than ever before.

Strategy 7

Professional Guidance for Exceptional Packaging

When you join forces with a partner who offers more than just printing – who also provides expert advice – you can guarantee that your packaging stands out not only in how it looks but also in how well it works:

Overcoming Challenges: While extended gamut printing comes with many benefits, it's important to know its limits too. Some colors, like specific shades on the PMS color chart and super bright colors, can't be recreated perfectly. There might also be difficulties in getting small graphics and text to look just right, which often leads to choosing black on a white background. Changing even one part of the design might affect the whole packaging, requiring all printing plates to be redone. Keeping the colors perfect for long print runs can also be tricky. This is why it's crucial to carefully choose the best printing method for each project, based on the design and how many packages are needed.

All of these things show how important it is to find a printing partner who really understands extended gamut printing and can help get your designs ready for it. With the right partner, you can tackle these challenges and make sure your packaging not only looks great but also fits your budget and helps take care of the environment.

Conclusion

Elevate Your Packaging's Impact with Winning Strategies

In the dynamic landscape of packaging design, bringing ideas to life and achieving perfection is both an art and a science. The strategies shared in this document pave the way to unlock the full potential of your packaging's visual allure and practical functionality. From embracing vibrant colors to ensuring predictable printing results, from reducing environmental impact to optimizing budget-friendly solutions, these strategies form a comprehensive toolkit that empowers you to create packaging that truly stands out. Remember, excellence in packaging goes beyond aesthetics – it encompasses sustainability, efficiency, and expertise.

By choosing the right strategies and guidance, you're not only safeguarding your packaging's perfection in print but also positioning your brand for success in a competitive market. So go ahead, apply these winning strategies, and let your packaging shine.

If you have any further questions or require assistance, please do not hesitate to reach out. Here's to your packaging's journey towards excellence and impact!

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