

FOR IMMEDIATE RELEASE



Extended Color Gamut by Thoro Offers Expanded Color Options for Beautiful Packaging

Achieve unlimited colors and vibrant graphics on packaging

CORONA, California, November 10, 2016 - Thoro Packaging, a premier folding carton manufacturer, is offering customers more colorful and vibrant folding carton packaging by having perfected Extended Color Gamut technology and processes. With Extended Color Gamut (ECG), Thoro is able to achieve an intensity and vibrancy of color not previously seen in traditional 4-color process printing. With ECG, Thoro can match approximately 90% of spot colors, and make packaging graphics more brilliant with enhanced color.

"Today, color in packaging is critical to gain an advantage with shelf presence," said Janet Steiner, President and CEO of Thoro Packaging. "With Extended Color Gamut, we are able to reach an almost infinite range of color options and can maintain slight nuances in color by holding better color consistency. This is very important to our health and beauty customers as well as specialty brands."

"As a packaging designer, Extended Color Gamut by Thoro has been a game changer for us," said Kate Scherer, Creative Director at Product 360 Creative. "In the past, we largely avoided CMYK and used primarily PMS in order to ensure brightness and color range in our designs. However PMS always limited us in the number of colors that would fit on press. If the design required a large number of colors or use of photography thereby requiring CMYK, we could never achieve the same pop or color values resulting in packaging that was muted and muddy in comparison. With ECG by Thoro, we are now able to get the bright greens, oranges and purples that CMYK could never achieve before. Our ideas are no longer limited by the number of colors. It's opening whole new doors for what's possible on press and at shelf."

"We have been thrilled with the bright and beautiful designs we have been able to achieve with Thoro Packaging using Extended Color Gamut. As a luxury confections brand, we want our shoppers to feel special the moment they see our boxes and know they are in for a treat," said Rosie O'Neill, Co-Founder of Sugarfina.

Printing packaging with ECG is environmentally friendly because standardization of the use of colors reduces make-ready sheet waste, reduces make-ready time, uses less costly inks, reduces ink waste, and reduces press time. With Extended Color Gamut, brands can combo more SKUs together and reduce the carbon footprint of their packaging.

[About Thoro Packaging](#)

Thoro Packaging designs and manufactures folding cartons for the medical, pharmaceutical, health and beauty, and specialty product markets. By combining commitment to quality and continuous improvement with passionate innovation and state-of-the-art technology, Thoro consistently delivers exceptional customer service. Thoro Packaging is based in Southern California and services customers globally.

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