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| For immediate release |

**GMG introduces Odak Kimya as distribution partner in Turkey.**

**Full service approach and many years of experience will support a broad range of print providers in managing their colors**

**Tübingen (May 20, 2019)** – GMG, a leading developer of high-quality color management solutions, announces today the cooperation with Odak Kimya to expand their presence in the Turkish market. As a provider of high technology products customers in Turkey will benefit from Odaks long-time expertise and unique service approach.

Simone Viscomi, Channel Sales Manager for Italy, Turkey, Middle East and India explains “We remain focus as GMG on developing the best solution in color management where color is important and critical. The cooperation with Odak Kimya is a key to get the best product knowledge, support in pre-sales as well as in after sales and understanding of local market conditions.”

Odak Kimya, having their headquarters in Istanbul, is one of the leading companies providing solution-based color applications. Odak has been founded in 1998 to present high technology products through their country-wide dealer network to the Turkish market. Their unique service approach of supplying applications, sales and technical support locally is their secret of success for technical products. Odak is serving a broad range of market segments from photography over prepress to press, both digital and conventional, for creative and industrial businesses.

“Odak will use 25 years’ color management experience with the understanding of local market conditions, in a country-wide dealer network, which will highly benefit the valuable customers,” remarks Mine Kalayli, General Coordinator at Odak Kimya. She sees the benefits of the partnership for both end user and reseller customers. “With this step Odak will offer to GMG partners best in class color management solutions with flexibility and efficiency, and local warehousing will ensure greater media stock availability and faster delivery times. In addition, with this business model, Odak will provide GMG customers with high quality customer service and technical support, with a dedicated specialist team.”

**Ends**

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| About GMG: GMG is a leading developer and provider of high-quality color management software solutions. The company was founded in 1984 in Tübingen. With more than 35 years of experience in the graphics industry, the GMG brand is a guarantee of high-quality solutions across the field of color. GMG has focused on delivering complete solutions for the standardization and simplification of color management workflows to achieve consistent colors on all media and in every print process. Today more than 12,000 systems are in use worldwide. These customers come from a wide range of branches of industry and areas of application. They include, among others, advertising agencies, pre-press firms, offset, flexo, packaging, digital and large format printing presses, as well as intaglio printing companies. GMG is represented by branch offices and dealers worldwide.  About Odak: Odak has been founded in 1998 to present provide high technology products to the Turkish market. Odak Kimya is one of the leading companies in the sector with applications and innovations based on color excellence. Odak provides best in class color measurement systems. The product range covers all requirements from formulation to quality control operations. Odak is a unique company who can supply sales hardware, application and technical service support locally, which is the secret of success for technical products. <www.odakkimya.com.tr>    © 2019 GMG GmbH & Co. KG. GMG, the GMG logo, and certain product names are registered trademarks or brands owned by GMG GmbH & Co. KG. All other names and products are registered trademarks or brands of the respective company. Subject to technical and other alterations.  Additional information can be found at [www.gmgcolor.com](http://www.gmgcolor.com/), [www.facebook.com/gmgcolor.en](http://www.facebook.com/gmgcolor.en)    Contacts:  GMG GmbH & Co. KG Press contact: Press contact Americas:  Phone: + 49 (0) 7071 938 74-0 Michael Grass Irvin Press  Fax: + 49 (0) 7071 938 74-22 AD Communications Press +  E-mail: pr@gmgcolor.com Phone: + 44 (0) 1372 464470 Phone: +1 508-384-3660  E-mail: mgrass@adcomms.co.uk E-mail: irv@press-plus.com |
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