**New Solutions from GMG at Labelexpo Europe 2019 and FachPack 2019**

**GMG presents its latest solutions in label and packaging printing this September at Labelexpo Europe in Brussels and FachPack in Nuremberg.**

**Tuebingen, Germany (July 16, 2019) –** GMG, the leading developer and provider of high-quality color management software solutions, will demonstrate at Labelexpo Europe, September 24-27, in Brussels its latest color management and workflow tools for the automated use of individual profiles at **booth A22 in hall 6**. "Our latest developments offer the packaging printing industry a large number of opportunities," says Roger Albert, Director Sales EMEA. "With the connection of GMG ColorServer to GMG OpenColor we pave the way for the automated use of customized profiles in the daily workflow."

Also at FachPack, September 24-26 in Nuremberg, the industry expert will be showcasing at **booth 612 in hall 8**. Interested visitors from the printing and packaging industry can experience a live demonstration of how to produce color-accurate proofs on substrates close to packaging materials with the Epson SureColor SC-S80600. "The communication of color is always a challenge and visualization of the result is essential," comments Roger Albert. "The extension of GMG OpenColor and GMG ColorProof with the Epson SureColor SC-S80600 enables our customers to create high-quality packaging mock-ups that are also color-accurate."

**GMG introduces new solutions at FachPack 2019 and Labelexpo Europe 2019**

The shift between different printing processes, the use of various substrates or changing printing conditions are still associated with a lot of work and time in prepress and data processing. Customized color profiles help to overcome these problems. With the latest release of **GMG ColorServer**, the color management expert presents for the first time a direct connection to **GMG OpenColor**, which enables the automated use of specific separation profiles in the workflow.

Many systems create prototypes that only resemble the final product. With the Epson SureColor SC-S80600, coupled with **GMG OpenColor** and **GMG ColorProof**, as well as a portfolio of prototyping substrates, users can finally create packaging samples that are color accurate, meaning they look and feel just like the final product. A variety of prototype substrates is available to the user, including shrink films, folding carton materials, metal foils, self-adhesive label materials, transparent films and even transfer foils for producing mock-ups on actual production media.

Johannes Betz, Head of Marketing and Academy at GMG, will give a lecture on Friday, September 27, 2019 in the Inks & Coatings Masterclass at Labelexpo Europe on "Digital Color Communication - from the ink kitchen to the customer". In hall 11, room 1101, he will speak at 9:00 am on how color is communicated today, the usage and visualisation of color references and new possibilities of digital color communication via color cards.

**GMG is among the finalists of the Label Industry Global Awards 2019**

In the category "Award for Innovation - Companies with up to 300 employees” GMG has been shortlisted due to its technological innovations and business methods that contribute to improving the customer experience. With the GMG Calibration Creation Wizard, which enables users to create color-accurate and reproducible proofs on media similar to packaging substrates with the Epson SureColor SC-S80600, GMG has made it to the Top 5.

More information can be found on the website of the Label Awards:

<https://www.labelawards.com/award-innovation>

**End**

**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.



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