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| For immediate release |

**GMG & Lösch: 13 years of successful collaboration**

**Tuebingen, Germany (May 1, 2019)** – Ever since GMG was founded in 1984, the fascination with colors has stuck to the company and eventually led to its specialization in color management. GMG as a brand stands for more than just excellent color management solutions. Making its customers happy is one of the major objectives at the German based business. That is why GMG gives insight into a longstanding collaboration with one of those clients through a joint project with Lösch, who rely on GMG solutions since over 13 years.

“We strive to achieve the best results in our customer’s work,” remarks Johannes Betz, Head of Marketing and Academy of GMG. “It’s our goal to deliver the highest quality possible through our solutions. The benefits our customers get by using GMG Solutions are simple, but effective: Most notably, they save time. Time that they can use to finish more jobs and yet be able to stay within the same high standards they are used to. Ultimately, this leads to more productivity without having to accept any quality losses.”

With its headquarter in Tuebingen, Germany, and subsidiaries in UK, US, China and Japan, GMG is a leading developer and global supplier of high-end color management software solutions. More than 12,000 systems in use bare witness of over 35 years of experience in the graphical arts industry and 150 employees worldwide provide both their knowledge and their passion for color to GMG’s customers.

Lösch itself is a creative agency, originated in Waiblingen and with locations in Hamburg, Stuttgart and Cologne. Lösch’s expertise lies in communication media, providing high quality solutions for a varying clientele. Their currently 60 employees accompany processes that involve creation and production as well as technological implementation. Like GMG, Lösch can benefit from more than three decades of experience – and for the past 13 years, Lösch has depended on GMG Solutions when doing their daily work.

“Implementing GMG Solutions in our workflow was a big milestone in practically everything that has to do with color,” comments Florian Lutz, Managing Director of Lösch. “When we started testing GMG Solutions, we learned very quickly that we will want to use them in the creation part as well as in production – and when we started to do that, our efficiency enhanced tremendously.”

The ideal solution for Lösch is a combination of GMG products in their workflow. To prepare the images for color corrections and retouching, they are using **GMG ColorPlugin** for Adobe Photoshop. Time consuming corrections can be automated with the plugin to save time and gain quality. For an accurate and reliable output simulating the press result, they are using **GMG ColorProof**. With the proofs of the artworks and the product as a reference, they can fine tune their retouching and corrections to reach an exact color match. **GMG ProofControl** completes the process. With a fast and efficient verification, the proof becomes a legal-binding contract proof.

Two minutes of video footage give an insight of a functioning and symphonious relationship between customer and supplier. Watch the video on GMG’s website: <https://www.gmgcolor.com/gmg/case-studies/>

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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.    © 2019 GMG GmbH & Co. KG. GMG, the GMG logo and particular product designations are registered trademarks or trademarks of GMG GmbH & Co. KG. All other designations and products are registered trademarks or the trademarks of the company concerned. Any technical or other modifications of a sort are reserved.  For further information see [www.gmgcolor.com](http://www.gmgcolor.com/), [www.facebook.com/gmgcolor.en](http://www.facebook.com/gmgcolor.en), [http://twitter.com/gmgcoloruk](http://twitter.com/gmgcolor), [www.linkedin.com/company/gmg](http://www.linkedin.com/company/gmg)  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 |