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| For immediate release |

**Approval time cut by half ­- Athena Graphics relies on GMG ColorPlugin in flexo prepress**

**Tuebingen (August 31, 2017)** – Athena Graphics is Belgium’s leading flexo prepress provider with subsidiaries in France and the Netherlands. Specialists edit images and layouts in Adobe Photoshop to be able to produce optimal print-ready flexo plates. The individual adaption of colors to the production environment plays a key role: Printing presses, plates, colors and anilox rolls can vary in different printing plants.

**Reliability and control in image editing**

With GMG ColorPlugin, the color management company GMG offers a powerful and easy-to-use solution to optimize print data in Adobe Photoshop. As beta tester, Athena Graphics quickly noticed how the color-accurate softproofing especially of spot colors brought significant gains in reliability and control to the image editing process.. Apart from the softproofing, GMG ColorPlugin allows color edits on entire layouts, single layers down to selected areas. Athena Graphics’ proof manager Johan Heyrick is happy to save time while improving the quality: „Both time and the number of approval cycles has been significantly reduced. The investment has paid off in a very short time.”

**Powerful features, easy to use**

In addition to color-acccurate softproofing, the GMG ColorPlugin provides conversions between color spaces via GMG OpenColor and the possibility to remove individual color channels or to exchange them with others. It’s also possible to adapt the first printing dot – an automatic preview visually highlights critical areas.

Click here to learn more about GMG ColorPlugin: <https://www.gmgcolor.com/products/colorplugin/>

**Ends**

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| **About GMG:** GMG is a leading developer and supplier of high-end color management software solutions, founded in 1984 and located in Tubingen, Germany. With more than 30 years of experience in the graphic arts industry, the GMG brand is synonymous with a guarantee for high-quality solutions for everything to do with color. GMG's goal is to provide complete solutions for standardizing and simplifying the color management workflow in order to achieve consistent colors on all media types and with any printing technology. Today, more than 11,000 systems are in use among customers around the globe. These span a wide range of industries and application areas including advertising agencies; prepress houses; offset, flexo, packaging, digital, wide format and gravure printers. GMG is represented by branches and authorized dealers the world over.© 2017 GMG GmbH & Co. KG. The GMG product names mentioned in this document are trademarks or service marks of GMG GmbH & Co. KG and may be registered in certain jurisdictions. Other company, brand, product and service names are for identification purposes only and may be trademarks or registered trademarks of their respective holders. Data is subject to change without notice.For more information see [www.gmgcolor.com](http://www.gmgcolor.com), [www.facebook.com/gmgcolor.en](http://www.facebook.com/gmgcolor.en), <http://twitter.com/gmgcolor>Contacts:GMG GmbH & Co. KG Press contact: Press contact Americas:Phone: + 49 (0) 7071 938 74-0 Michael Grass Irvin PressFax: + 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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