|  |
| --- |
|  |

**GMG launches proof media with improved performance.**

**Color expert GMG** **announces GMG ProofMedia premium and GMG ProofMedia studio**

**Tuebingen, Germany (May 19, 2017)** – GMG, the leading developer of high-end color management solutions introduces two lines of new proof media, GMG ProofMedia premium and GMG ProofMedia studio. A newly formulated coating, applied on the premium line, makes the media more fade-resistant, improves its lightfastness and ageing resistance. It also provides highest chemical resistance.

**GMG ProofMedia premium: The most reliable reference for contract proofing**

“We have been offering our high-grade GMG ProofMedia for fifteen years, with consistent quality,” explains GMG Managing Director, Robert Weihing. “While our customers have been very happy with it, we have set a new benchmark for high-end contract proofing with GMG ProofMedia premium. We receive very positive feedback from our most critical customers.”

According Weihing, GMG ProofMedia premium is the right choice for demanding users, as brand owners, who need the most reliable color reference.

**GMG ProofMedia studio: Close simulation of final substrates.**

“Print suppliers need to simulate the look and feel of a final substrate in terms of color appearance, grammage and surface texture. This can be perfectly achieved on the studio line media,” explains Yi Wang, GMG Product Manager.

The latest versions of GMG software are fully compatible with the new GMG ProofMedia portfolio, ready to ensure that users can get the best proofing results with GMG quality.

**Ends**

|  |
| --- |
| **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), [www.twitter.com/gmgcolor](http://www.twitter.com/gmgcolor)  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 |