**GMG’s Innovations at Labelexpo Europe 2019**

**Color expert GMG will demonstrate several new solutions at Labelexpo Europe in Brussels. From September 24th to 27th, GMG bids welcome to visitors both at its own booth #6A22 and at the stands of selected partners. As the leading supplier of color management software solutions, GMG is characterized by innovation and progress, which highly reflects in its program for Labelexpo Europe.**

**Tuebingen, Germany (September 10, 2019) –** With **GMG ColorCard**, the German based manufacturer introduces digital produced ink drawdowns. The solution likely to revolutionise ink kitchens worldwide enables users to create drawdowns in less than three minutes, saving up to 90% of time compared to conventional production. Reliable and color accurate results that can be reproduced with one click account for more efficiency in any print approval process and take color communication to a new level.

GMG also presents **GMG ColorProof GO** for remote proofing, making stable print results sovereign to location. Data handling via browser assures an easier administration and distribution of data – all proofing systems and printers can be monitored and managed at any time and any place. “Our customers are used to GMG’s pledge for high quality, which is evident in the ongoing development of our products”, says Jens Bloeck, Product Manager Proofing.

The topic of workflow automatization and improvement is clearly in the focus of color management expert GMG in 2019. Connecting **GMG ColorServer** and **GMG OpenColor** is yet another innovation related to this emphasis of enhancing process reliability and stability. Saving time and money whilst guaranteeing consistent color appearance for the packaging industry, GMG ColorServer now assures the automated use of specific separation profiles in the workflow.

**Various touchpoints at Labelexpo Europe**

GMG can be visited at stand **#6A22** as well as at booths **#3C64** (Pulse) and **#9A50** (Epson). Pulse will display closed loop color management demonstrations using GMG OpenColor as well as proofing with a combination of GMG ColorProof and Pulse’s best-selling PureTone system. At the Epson booth, visitors will be able to witness the live production of color accurate packaging mock-ups with the Epson SureColor SC-S80600, including complex packaging designs with spot colors on substrate like transparent and self-adhesive film.

Furthermore, GMG has been shortlisted for the **Label Industry Global Awards 2019** in the category “Award for Innovation – Companies with up to 300 employees” due to its technological developments and business methods that contribute to improving customer experience and usability. The award ceremony takes place on Tuesday, September 24th, honoring one of five finalists.

To complete GMG’s presence at Labelexpo Europe Johannes Betz, Head of Marketing & Academy, will present at the **Label Academy Master Class: Inks, Coatings & Varnishes** on Friday, September 27th, at 9 a.m. in Room 1101, Hall 11. “Digital Color Communication – from the ink kitchen to the customer” will hit the nerve of all attendees working with manually produced color references, granting an insight on the improvement of professional color communication through digital color cards.

**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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