**GMG launches new proof media**

**With the release of GMG ProofMedia studio OBA semiMatte 200, GMG once more expands its offering with a high-quality substrate for accurate proofing and reliable color communication. Designed primarily for publication printing, GMG’s latest media is characterized by its light weight, flat-matte surface, and enhanced gloss.**

**Tuebingen, Germany (November 18, 2019) –** GMG ProofMedia studio line has recently been enriched by a new media: GMG ProofMedia studio OBA semiMatte 200 – a substrate perfectly suited for proofing of products printed on coated material containing optical brightening agents (OBAs), such as magazines, brochures, or packaging.

**Ideal features for proofing in publication printing**

As both job and publication printing depend on proofing with OBA media, GMG’s latest addition to its wide-ranged proof media portfolio is the ideal substrate for users in these fields. GMG ProofMedia studio OBA semiMatte 200 aligns smoothly with thickness and coating of typical production papers in publication printing due to its light grammage, flat-matte surface texture, and a slight gloss. Thanks to precise development and years of experience in the proofing market, GMG has produced a proof media qualified for all application fields within FOGRA 51.

GMG ProofMedia studio OBA semiMatte 200 is the designated successor of semiMatte light, a proof media of former GMG ProofPaper line. As industry trends had already indicated when GMG’s studio line first was launched in 2017, the use cases of previous semiMatte light were demanding for the introduction of optical brightening agents. With new GMG ProofMedia studio OBA semiMatte 200, the main areas of application of past GMG ProfPaper semiMatte light can now be covered by an improved substrate offering the well-known quality and consistency of GMG products.

**Various popular widths soon available**

GMG ProofMedia studio OBA semiMatte 200 will be orderable starting December 1st, 2019. The media will be available in rolls of 35 meter length and the following widths: 17”, 24”, and 44”. Software support of GMG ProofMedia studio OBA semiMatte 200 starts with GMG ColorProof 5.11.2 and GMG OpenColor 2.3.

To order GMG products, please contact your local dealer or GMG headquarter in Tuebingen (+ 49 (0) 7071 938 74-0). More information on GMG ProofMedia can be found at: [www.gmgcolor.com/products/proofmedia](http://www.gmgcolor.com/products/proofmedia).

**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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