**GMG at the Fogra Multicolor Forum: smart tools and new opportunities**

**The second Fogra Multicolor Forum took place in 2019. Seven solution providers were given color management challenges and invited to present their results and solutions, demonstrating their latest technologies.**

**Tuebingen, Germany (March, 26th 2020)** – Where color management is now largely automated and standardized for the traditional 4-color printing processes, the demand for printing with an expanded color space – also referred to as ‚Extended Color Gamut‘ (or ECG) – is steadily increasing. ECG achieves a more vibrant print result and can replace the need for spot colors. This is especially interesting for packaging- and digital printing. These relatively new multi-color processes often present better results and more efficiency.

The only downside: The complexity in color management and color separation is increasing massively. The results from the first Multicolor Forum in 2018 clearly demonstrated this. The efforts of Fogra to independently examine the latest Extended Color Gamut tools, challenged the participants again.

Where in 2018 the focus was on characterization, proofing and separation, the Multicolor Forum 2019 focused on more practical tasks. An example: the simulation of overprinting in a multicolor process using CMYK and additional spot colors. Each participant was given the task of going through seven production scenarios. Two test forms and print sheets were used to evaluate results.

GMG solved the tasks using the current versions of GMG OpenColor, GMG ColorServer, GMG ColorProof and GMG ColorPlugin. GMG’s patented spectral color transformation technology demonstrated its strengths impressively. When simulating overprinting for specific printing conditions, GMG showed excellent performance and delivered highly accurate results, precisely predicting the results of over- and under printing. The results from the tests showed the outstanding accuracy of the calculated profiles. GMG proved that the qualitative advantages of its innovative technology also apply to the ECG printing process.

With the Multicolor Forums, Fogra offers a very good overview of the current ECG solutions available on the market and provides a detailed study of these tools. Multicolor printing clearly presents many opportunities, especially for the packaging industry. Due to the growing popularity of fixed color sets and the increased use of digital printing presses, reliable ECG color management technology is crucial to maximizing efficiencies and guaranteeing accurate results in the implementation of such print jobs.

In practice, the challenges in the preparation of print data in an ECG process are as diverse as they are complex. Therefore, a portfolio of flexible and smart tools is required. The holistic approach of GMG is not only convincing for specific tasks - with the solutions of the color management experts, users are always perfectly equipped to manage these challenges. Instead of a range of stand-alone products, GMG provides a complete system of tools that seamlessly work with each other and integrate into existing workflows.

Overall, the results of the Multicolor Forum 2019 show strong developments compared to the previous year. With serious investments currently being made to develop new technologies for multi-color printing by the manufacturers, users can benefit from increased quality, improved color consistency and more reliability. The ECG ‚trend’ looks to continue for years to come, offering opportunities for both users and manufacturers alike.

All results and the conclusion of the Multicolor Forum 2019 can be found on the [Fogra website](https://www.fogra.org/en/fogra-research/prepress/projects-prepress/multicolor-shootout-2018-2-757/2019-2-776/multicolor-forum-2019.html).

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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.



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**Contact: Press contact: Press contact Americas:**

GMG GmbH & Co. KG AD Communications Press +

Phone: + 49 (0) 7071 938 74-0 Michael Grass Irvin Press

Fax: + 49 (0) 7071 938 74-22 Phone: + 44 (0) 1372 464470 Phone: +1 508-384-3660

E-mail: pr@gmgcolor.com E-mail: mgrass@adcomms.co.uk E-mail: irv@press-plus.com