**GMG releases GMG OpenColor 2.4 and extends the award-winning solution with the profiling of digital printing presses**

**Tuebingen, Germany (June, 22nd 2020)** – Digital printing is becoming increasingly important, especially in the packaging industry. The reasons for this are shorter product cycles as well as the ongoing trend of personalized print products. In general, the desire for more flexibility in print production is an industry-wide trend.

In order to avoid varying results in digital printing, particularly when reproducing brand- and spot colors, efficient color management and accurate profiling are essential. While conventional printing spot colors can be mixed especially for a job, in digital printing every color is created with a fixed color set: either with CMYK or, in the Multicolor range, with up to seven colors - i.e. CMYK plus orange, green and violet.

"GMG OpenColor creates both proof and separation profiles for digital printing" explains Peter Schoeffler, Product Manager at GMG and adds: "Our solution ensures maximum flexibility and enable a seamless exchange between conventional printing machines and digital presses. A key here is the precise spot color reproduction for digital printing – for example Pantone colors. Our profiling technology was clearly superior in various studies and comparative tests, most recently at Ryerson University and Fogra.”

In addition to digital press profiling, **GMG OpenColor** also offers other interesting innovations: The X-Rite measuring device i1Pro 3 and the third generation scanning table i1iO are now supported in small aperture sizes so that test charts and patches can be measured with these new devices.

The **GMG OpenColor RemoteClient** is also new, enabling flexible access via web browser. An administrator can now check from any computer on the network, whether a spot color print job can be reproduced accurately on the digital press. It is easily determined how many colors are required to reproduce the job and print costs can be calculated on the spot. All prepress operators have to do is copy the color values from the separation table into the DTP application such as ArtPro or Adobe Creative Suite. This option provides prepress with the best possible reproduction of spot colors – without incremental adjustments and numerous proof cycles.

With new industry standard characterizations, additional test charts and the spot color databases HKS K and HKS N, the new version of GMG OpenColor presents an impressive overall package that will not only delight digital printers.

For further information on GMG OpenColor visit [www.gmgcolor.com/products/opencolor](https://gmgcolor.com/products/opencolor/) or email us at: info@gmgcolor.com.

**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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