**GMG ColorCard secures GMG the second Label Industry Global Award in a row**

GMG once again has reason to celebrate: the successful colour management company has won the Label Industry Global Award 2020 - **Award for Innovation (for companies with up to 300 employees) – for the second year running**.

The awards jury consists of industry experts from the label and packaging industry, and the criteria of the competition are as varied as they are demanding. Starting with the general degree of innovation, what counts most are the practical effects and economic aspects. However, topics such as energy efficiency and sustainability are also taken into account in the jury's decision.

The winning team is managed by Rainer Schmitt, Head of Strategy and Product Management at GMG, who is of course particularly pleased that a solution from GMG was chosen for the second time in succession.

"We are incredibly proud that we were able to convince them with a solution that makes packaging printing much more efficient - the future of colour reference is digital," says Rainer Schmitt.

GMG ColorCard gives users the opportunity to digitally create physical colour cards in the shortest possible time. The innovative solution provides secure colour references with spectral data-based precision. With GMG ColorCard, time-consuming coordination cycles about the feasibility of a brand colour can be drastically reduced. Tolerances can be agreed with the customer prior to production, thus increasing efficiency not only in the colour kitchen, but also on the press. The smart solution replaces numerous manual steps and can reproduce spot colours on different paper qualities accurately and repeatably.

Further information about GMG ColorCard is available at [www.colorcard.gmgcolor.com](file:///C:\Users\GMG\Documents\Editorial\HQ%20PR\www.colorcard.gmgcolor.com); for queries, GMG can be contacted at the following e-mail address: [hello@gmgcolor.co.uk](mailto:hello@gmgcolor.co.uk)

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**About GMG:** GMG is a leading developer and provider of high-quality colour management software solutions. The company was founded in 1984 in Tübingen, Germany, and its UK subsidiary provides the full remit of products, technical services and support. 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 colour. GMG has focused on delivering complete solutions for the standardisation and simplification of colour management workflows to achieve consistent colours 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.



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