# **GMG ColorCard receives its third award in two months**

GMG announces that GMG ColorCard has won a 2020 PRINTING United Alliance Product of the Year award in the Software - Color Enhancement category. This latest award for the product joins the 2020 InterTech Technology Award and the 2020 Label Industry Global Award for Innovation for companies with up to 300 employees.

For non-output categories, Product of the Year entries were scored by a panel of judges, all experts within their respective realm of the printing industry. The diverse group of judges worked to identify the best products, many submitted in highly saturated categories.

Until now, the process of creating “drawdowns” - the physical colour samples produced to test customised inks for brand colour matches - has been created with manual and time-consuming processes. However, all three awards recognised the fact that the future of colour references is digital, and that GMG ColorCard helps to drive digitalisation and eliminate analogue processes in the ink kitchen. It uses a digital process that produces sample cards in three minutes with just a few clicks, provides digital precision and repeatability, and does not require special expertise.

GMG ColorCard shows the paper tint and structure, and predicts the production tolerance, based on defined printing process parameters. Also, it can effectively simulate how halftones will print on a press, unlike conventional analogue methods. With GMG ColorCard, everything happens digitally, on the same card. They can be produced locally or on remote inkjet printers, eliminating the time and cost of shipping and sharing.

### “When GMG develops new products, we always look for new, influential applications where we can make life easier for anyone in the graphics production supply chain. What is exciting for us is that GMG ColorCard has now received honours from three different industry ’groups’, with a focus on labels, general print, and the Product of the Year Award, Software - Color Enhancement, with a legacy in digital print,” comments Rainer Schmitt, GMG Head of Strategy and Product Management. “We are happy, once again, that GMG ColorCard is recognised for digitising the colour workflow in the ink kitchen, making it faster, more repeatable, and very economical.”

This year, the Product of the Year programme features a new dedicated virtual gallery where entries are displayed. A description of GMG ColorCard can be found at: <https://poy.printingunited.com/product-gallery/entry/13268>.

For more information about GMG ColorCard, please visit [www.colorcard.gmgcolor.com](http://www.colorcard.gmgcolor.com/).

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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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