# **GMG launches advanced color solution for HP PageWide digital corrugated presses, meeting standards for any converter worldwide**

**Tuebingen, Germany (October 13th, 2020) –** GMG, a provider of color management solutions for packaging and industrial printing, is excited to launch a new solution especially for HP PageWide corrugated presses. GMG’s color management solutions, most notably GMG ColorServer Multicolor, work seamlessly with the HP One Package Workflow Suite to enable converters to make a smooth transition into digital printing. GMG color management software helps converters deliver a high degree of color predictability, whether for print production of complex packaging or color proofing.

The new corrugated solution, designed in collaboration with HP, includes award-winning GMG color management software and proofing media, along with training and consulting to ensure a converter maximizes its potential with this GMG-HP solution.

Ghelfi Ondulati S.p.A., operating an HP PageWide T1170 Press for high-volume corrugated packaging, has implemented the solution at its site in Italy.

“Moving to GMG color management allowed us to significantly simplify and automate the prepress workflow,” explains Luca Simoncini Digital Printing Program Manager, Ghelfi Ondulati S.p.A. “The print output has become predictable and repeatable. I am convinced that this was a fundamental development in our project, and I hope that the collaboration between HP and GMG will strengthen the integration even more.”

GMG solutions, paired with HP print quality, add proven value to a digital workflow. The new bundled solution offers HP PageWide users optimal and repeatable color results with a proof-to-press match. It provides cost and time savings on test print runs and implementation of jobs, while increasing press capacity—making HP digital presses more profitable. It streamlines profiling and recalibration, while reducing make-ready time, automating data conversion, and satisfying customers through correct handling of color expectations.

Assuring that color matches anywhere, worldwide, is essential. Because GMG ColorServer is an important component of the GMG Corrugated Solution for HP, print providers can be confident that wherever the color management system is installed, it will deliver the same results from a production file—no matter the facility. The GMG Corrugated Solution for HP assures maximum accuracy when converting data from conventionally produced jobs created with industry standards such as FOGRA39 and GRACoL to the color space of an HP digital press. Using GMG ColorProof will also ensure reliability across a range of proofing—and measuring—devices in multiple locations, making it easy to achieve the same print results wherever an HP digital press is located.

“With our solutions for digital packaging printing, GMG customers can be confident in their color and data preparation—for conventional or digital printing. This brings them efficiencies and decreases makeready efforts by 30-40%,” says Darrian Young, GMG Global Partnership Manager.

“The GMG solution for HP PageWide C500 and T1100 series presses will enable our customers to meet the growing needs from brands to certify and comply to color standards, while opening new collaboration opportunities on color sensitive national and multi-national campaigns,” says Ran Lev, Workflow Solutions Manager, HP PageWide Industrial, HP Inc.

For more information, please visit [www.hp.com/go/corrugatedpackaging](http://www.hp.com/go/corrugatedpackaging), or [www.gmgcolor.com](http://www.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.



© **2020 GMG GmbH & Co. KG**. GMG, the GMG logo and particular product designations are registered trademarks or trademarks of GMG GmbH & Co. KG. All other designations and products are registered trademarks, or the trademarks of the company concerned. Any technical or other modifications of a sort are reserved.

For further information see [www.gmgcolor.com](https://www.gmgcolor.com/), [www.facebook.com/gmgcolor.en](https://www.facebook.com/GMGColor.EN), [http://twitter.com/gmgcolor](https://twitter.com/gmgcolor), [www.linkedin.com/company/gmg](https://www.linkedin.com/company/gmg)

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

GMG GmbH & Co. KG AD Communications Press +

Phone: + 49 (0) 7071 938 74-0 Tom Platt 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: tplatt@adcomms.co.uk E-mail: irv@press-plus.com