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

GMG, a provider of colour management solutions for packaging and industrial printing, is excited to launch a new solution especially for HP PageWide corrugated presses. GMG’s colour 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 colour management software helps converters deliver a high degree of colour predictability, whether for print production of complex packaging or colour proofing.

The new corrugated solution, designed in collaboration with HP, includes award-winning GMG colour management software and proofing media, along with training and consulting to ensure a converter maximises 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 colour 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 colour 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 colour expectations.

Assuring that colour 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 colour 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 colour 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 colour 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 colour standards, while opening new collaboration opportunities on colour 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/).

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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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