**Mark Andy Digital Press Division to Offer Its Users GMG Color Management Solutions Globally**

**Tuebingen, Germany (October 1st, 2020) –** GMG announces that Mark Andy’s Digital Press Division will provide worldwide distribution for the complete GMG product range of color management and proofing software and media.

While the entire GMG portfolio is available - and GMG solutions and media are already available through the Mark Andy Print Products Division - the immediate Digital Press Division focus will be to specifically offer GMG ColorServer and SmartProfiler to the installed base of Mark Andy Digital Pro and Digital One digital presses. GMG ColorProof and GMG ProofMedia will also be available to those who desire to create proofs for their digital presses.

Different printing conditions, substrates, or printing standards around the world can make it difficult to ensure consistent spot colors and brand image. GMG ColorServer automatically converts files into industry-standard or custom output color spaces, assuring that a file will print accurately and consistently, no matter where the press is. To accompany GMG ColorServer, GMG SmartProfiler lets users easily calibrate digital presses, eliminating the ‘guesswork’ when it comes to profiling presses for complex print jobs.

“The genesis of this global relationship began when we heard that a customer served by our U.K. office was able to match a well-known brand’s spot color using our CMYK toner system and GMG ColorServer. They were able to replicate the color within a 1.6 ∆E, easily meeting the brand’s requirements,” explains Justin Green, Product Manager, Mark Andy Digital. “We look forward to offering GMG solutions to help our customers grow their businesses and offerings to their customers.”

“We are thrilled to work with Mark Andy to provide its digital press users better spot color matching,” comments Darrian Young, Global Partnership Manager, GMG Color. “Beyond their strong user base of flexo press customers, they have built a solid foundation of digital press users. We believe we can provide them better consistency on press no matter when a job is printed, and a better match between different devices on the manufacturing floor.”

For more information, users can contact Mark Andy at info@markandy.com or online at <https://www.markandy.com/contact/?utm_campaign=MA_Awareness&utm_source=gmg_pr>; or

GMG at info@gmgcolor.com.

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**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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