**Not your typical colour guide: GMG ColorBook is your personalised communicator for digitally-printed Pantone® Colour simulations on your digital press.**

**Tübingen, Germany (June 30th, 2021)** – While digital printing is rapidly gaining importance, especially in the packaging industry, one question remains: How can we simulate Pantone Colours and custom brand colours with a fixed set of four to seven inks?

GMG ColorServer and GMG OpenColor have colour conversion fully under control. The results are convincing. However, in order to prove this to potential clients, digital printing now has an undeniably compelling argument: GMG ColorBook – it looks like a regular colour guide, but there’s more to it.

Peter Schöffler, Product Manager at GMG, explains: “In digital printing, GMG ColorBook is a Pantone-licensed colour reference for simulating Pantone and custom brand colours based on a precise set of real print conditions. We're not talking about a regular colour guide, but one created on your own press – in real printing conditions. In short: GMG ColorBook shows the actual end result because GMG ColorBook is produced under production conditions, on the same press, using the same inks, and on the production substrate.

With this new solution, GMG provides a sales tool for printers who want to physically demonstrate their colour competence in digital printing before an order is placed. In addition, GMG ColorBook establishes a building block for reliable colour communication. "From design to prepress… from the pressroom to the clients and brands… if everyone’s expectations are aligned, we create reassuring process reliability from start to finish," says Peter Schöffler.

“Pantone is delighted to collaborate with GMG on GMG ColorBook because this unique solution simulates the full range of Pantone Colours that demanding print buyers hope to see from their print service providers,” said Iain Pike, Director of Licensing at Pantone. “Printers and their brand and design clients can quickly and easily compare GMG ColorBook to the Pantone Formula Guide Solid Coated because the page numbers and layout are identical between these references, thereby setting the right colour expectations based on the digital printing job parameters”.

GMG ColorBook comes as an option to GMG ColorServer and GMG OpenColor. "It appears as a single additional button in the user interface," says Peter Schöffler from GMG and summarises: "With only a few extra clicks, users can take a big step in quality and consistency for digital print."

More information at [www.gmgcolor.com](http://www.gmgcolor.com).

**The End**

**About GMG:** GMG is the leading developer of high-end colour management solutions. The company was founded in 1984 in Tübingen, near Stuttgart, Germany, where its headquarters are still located today. GMG’s UK subsidiary provides the full remit of products, technical services and support. With more than 35 years of experience in managing colour, GMG is a pioneer in its field and literally setting the standard in colour management. GMG's focus is on delivering complete solutions to standardise colour management workflows across various printing methods and varying substrates. GMG has more than 12,000 colour management system installations globally. GMG's clients range from creative agencies and prepress companies to printers across offset, flexo, packaging, digital, gravure and large format.

**About Pantone:** Pantone provides the universal language of color that enables color-critical decisions through every stage of the workflow for brands and manufacturers. More than 10 million designers and producers around the world rely on Pantone Products and Services to help define, communicate, and control color from inspiration to realization – leveraging advanced X-Rite technology to achieve color consistency across various materials and finishes for graphics, fashion, and product design. Pantone Standards feature digital and physical color specification and workflow tools. The Pantone Color Institute™ provides customized color standards, brand identity and product color consulting as well as trend forecasting inclusive of Pantone Color of the Year, Fashion Runway Color Trend Reports, color psychology and more. Pantone B2B Licensing incorporates the Pantone Color System into different products and services, enabling licensees to communicate and reproduce Pantone Values and improve efficiencies for their users. Pantone Lifestyle brings color and design together across apparel, home, and accessories. Learn more at www.pantone.com and connect with Pantone on Instagram, Facebook, and LinkedIn.



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