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**Sun Chemical partners with GMG Color to provide digital-drawdown solution**

**PARSIPPANY, N.J., USA** – 28 September 2021 – Sun Chemical has partnered with GMG Color, an industry leader in color management technology, to provide customers with a new digital drawdown solution for color swatch production. GMG’s solution, [GMG ColorCard](https://www.colorcard.gmgcolor.com/), will now be available globally as part of the [SunDigiProof](https://pgo.sunchemical.com/l/62722/2021-09-24/3syyf68) service, available within Sun Chemical’s [SunColorBox](https://pgo.sunchemical.com/l/62722/2021-09-24/3syyf8x).

Creating color swatches can be a manual and time-consuming process. Sun Chemical’s SunDigiProof Seine application provides a solution to replace this manual procedure, creating a digitally printed version of the same standard, with increased reliability and color consistency. With the addition of the GMG ColorCard application, the SunDigiProof solution now offers even greater levels of flexibility and convenience.

The SunDigiProof solution is available to fit customers’ technical and price point requirements giving supply chain partners faster and more productive ways to work that reduce cost, drive innovation, and provide flexibility.

With GMG ColorCard, users can easily automate color swatch production at Sun Chemical color centers using global color references for quicker turnaround of color swatches. The software is highly intuitive, and can be operated by anyone, regardless of staff availability. This partnership also enables customers to print accurate digital drawdowns at their own locations, giving them the power to create color swatches on demand and removing time, effort and shipping costs from the color communication, matching and approval processes.

Commenting on the partnership, Marc Levine, Director of Business Development, GMG Color said: “For the packaging supply chain, punctual and precise color communication is critical. We believe that GMG ColorCard is the next evolutionary step in communicating color expectations quickly and accurately. Our partnership with Sun Chemical illustrates that digital drawdowns are the new best practice for color

communication. Through this partnership, Sun Chemical customers now have a faster, more accurate way to specify color and drive color success.”

Patrice Aurenty, Business Leader, Sun Chemical comments: “This partnership continues to build on our innovative set of tools within the SunColorBox. “By partnering with GMG Color, Sun Chemical now offers a best-in-class solution to help customers automate color swatch production, communication, reduce lead times, improve color consistency, and get to market faster.”

To find out more visit w[ww.sunchemical.com/suncolorbox.](https://pgo.sunchemical.com/l/62722/2021-09-24/3syyf8x)

**About GMG**

GMG is a leading developer and provider of high-quality color management software solutions. The company was founded in 1984 in Tübingen, Germany. 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.

**About Sun Chemical**

Sun Chemical, a member of the DIC Group, is a leading producer of packaging and graphic solutions, color and display technologies, functional products, electronic materials, and products for the automotive and healthcare industries. Together with DIC, Sun Chemical is continuously working to promote and develop sustainable solutions to exceed customer expectations and better the world around us. With combined annual sales of more than $8.5 billion and 22,000+ employees worldwide, the DIC Group companies support a diverse collection of global customers.

Sun Chemical Corporation is a subsidiary of Sun Chemical Group Coöperatief U.A., the Netherlands, and is headquartered in Parsippany, New Jersey, U.S.A. For more information, please visit our website at [www.sunchemical.com](http://www.sunchemical.com) or connect with us on [LinkedIn](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furlprotection-mia.global.sonicwall.com%2Fclick%3FPV%3D1%26MSGID%3D202007132144550540256%26URLID%3D28%26ESV%3D10.0.6.3447%26IV%3D56A74044220AA96C5BF5F007320AB65B%26TT%3D1594676699368%26ESN%3DsN5haVG8aryi9IBx71s0e%252Flb1IufLPFtfe%252BqPxc543s%253D%26KV%3D1536961729279%26ENCODED_URL%3Dhttps%253A%252F%252Fwww.linkedin.com%252Fcompany%252Fsun-chemical%252F%26HK%3D5F79672C6293D766910B9BA7A1B2EC6729AD3963AE8D4FABC074F17C0FE9C43C&data=02%7C01%7Csawan%40adcomms.co.uk%7C09f53d42aa924a1e331508d827769b4c%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C637302737659893579&sdata=PT8Hn2xt16%2BSAj6czG%2FvLfkw0gqwt%2F2mAcPV%2FJPZIuk%3D&reserved=0) or [Twitter](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Furlprotection-mia.global.sonicwall.com%2Fclick%3FPV%3D1%26MSGID%3D202007132144550540256%26URLID%3D27%26ESV%3D10.0.6.3447%26IV%3D6E6C0DFDE13280A34FE5CD1D76B96E90%26TT%3D1594676699368%26ESN%3DwaiLvA2IqqxLTinxItCOy8LZEI2X%252BjrRRUbzsEk2Jqw%253D%26KV%3D1536961729279%26ENCODED_URL%3Dhttps%253A%252F%252Ftwitter.com%252FSunChemCorp%26HK%3DC9342E4F323C3B8F57BF8549A61D4BAFBD7FABCDD87BAF7160357220B5539219&data=02%7C01%7Csawan%40adcomms.co.uk%7C09f53d42aa924a1e331508d827769b4c%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C637302737659903575&sdata=NqtF9ItHaLYD2TsEF0xgw0xf1DpsEIepRyRI0bBREqo%3D&reserved=0).

