**Definitely NIVEA blue – a GMG webinar with Beiersdorf shows how brand colours are defined today**

**Tübingen, Germany (December 13th, 2021)** – Colour management webinars from GMG are no longer an insider tip. And – in case you don’t know this already – all of our webinars are recorded and available to stream on our website. The webinars are moderated by colour experts from the GMG Academy and regularly supported by external specialists and GMG users. Nazanin Etminan from Beiersdorf provided particularly interesting insights into their daily challenges and explained how the NIVEA colour is controlled and managed.

Colour communication is a hot topic for other companies too. Which colour was approved when, where and how? What visual tolerances have been defined as acceptable or not?

Consistent colours are of greatest importance, especially for established brands. However, communicating a defined colour reference across a complex supply chain can be very challenging.

With GMG ColorCard, GMG has a solution in its portfolio with which branded companies, agencies, printers and prepress companies can create binding colour cards in just a few mouse clicks.

Beiersdorf’s experience shows how digitally created colour cards can simplify colour communication with partners and suppliers and reduce approval rounds.

“This is one of the most informative webinars I’ve attended,”said one of the participants. Explicitly addressed to Nazanin Etminan from Beiersdorf, the participant said: “Thank you for the clear and professional presentation!”

The webinar “Definitely NIVEA blue” is available to stream free of charge on the GMG website.

More information can be found at www.gmgcolor.com/know-how/academy

**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.



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