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

**Tuebingen, Germany (December 13th, 2021)** – Color management webinars from GMG are no longer an insider tip. And – in case you don’t know this already – all our webinars are recorded and available to stream on our website. The webinars are moderated by color 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 color is controlled and managed.

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

Consistent colors are of greatest importance, especially for established brands. However, communicating a defined color 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 color cards in just a few mouse clicks. Beiersdorf’s experience shows how digitally created color cards can simplify color 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 at [gmgcolor.com/know-how/academy](https://gmgcolor.com/know-how/academy#webinar).

**The End**

**About GMG**: GMG is the leading developer of high-end color management solutions. The company was founded 1984 in Tübingen, near Stuttgart, Germany, where its headquarter is still located today. With more than 35 years of experience in managing color, GMG is a pioneer in its field and literally setting the standard in color management. GMG's focus is on delivering complete solutions to standardize color management workflows across various printing methods and varying substrates. GMG has more than 12,000 color management system installations globally. GMG's clients range from creative agencies, prepress companies, offset-, flexo- packaging and digital- as well as gravure- and large format-printers to name just a few. GMG is available globally through its subsidiaries and a network of partners.



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