**Double Performance update: GMG OpenColor and GMG ColorProof are now more powerful than ever**

**Tübingen, Germany (14 February 2023) –** With GMG OpenColor 3.0 and GMG ColorProof 5.14, the colour experts at GMG have launched two powerful updates that will redefine proofing in the packaging market once again.

First and foremost, the new GMG Spectral MX Color Engine provides spectacular performance gains: the proof profile calculation is up to 15 times faster, the profile quality is improved, and the profile size is up to 90% smaller. The higher-resolution MXN profiles lead to better colour matching between proof and print, hence optimise print approvals in the packaging supply chain. In an industry where speed, volume, and efficiency are paramount, the advantages are obvious.

**Stefan Zrenner, Head of Sales & Marketing at GMG,** emphasises the significance of the updates: "The quality of our proof profiles is crucial for efficient packaging production. The fact that we were able to increase the resolution even further and enhance the precision of these profiles is worth an update in itself. But the performance of the new MX Color Engine, which is up to 15 times faster, is simply sensational. GMG OpenColor and GMG ColorProof are an unbeatable combination."

A new feature is the LAB-to-spectral conversion technology in GMG OpenColor. This allows LAB-based MX4 and ICC characterisation data and profiles to be imported and enables users to switch their entire proof production – including existing, older data – to the far more precise spectral calculation model, resulting in a more accurate prediction of overprinting spot and process colours.

Because sharing reliable special ink reference values is particularly important in packaging production, users can now use the Spot Color CxF export function to exchange spectral reference colour values from GMG OpenColor with other production tools and share them throughout the entire supply chain. In addition, GMG technology partners can access these special ink spectral values via the GMG OpenColor interface. Result: reliable process and quality control for brand colours.

Stefan Zrenner adds: "With this update, GMG OpenColor users benefit from a central platform where all data and profiles for process characterisation and spot colours are stored. As a result, the same reference data source can be used for both proofing and colour conversions."

More information at [gmgcolor.com/products/opencolor](http://gmgcolor.com/products/opencolor) and [gmgcolor.com/products/colorproof](http://gmgcolor.com/products/colorproof)

**ENDS**

**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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