**New GMG & Sun Chemical collaboration unlocks powerful in-house color development technology**

**Tuebingen, Germany (March 2, 2023)** – GMG, the developer behind a suite of market-leading proofing and color management tools, and Sun Chemical, the leader in inks for packaging, have partnered together to create a next-generation digital color workflow system.

The new solution, powered by GMG ColorCard technology, enables customers to digitize their color workflows, delivering unprecedented value in print and quality control. Following close collaboration between the two industry leaders, the GMG ColorCard solution has been integrated into Sun Chemical’s SunDigiProof service.

The SunDigiProof service, available as part of the SunColorBox toolkit, provides precise digital drawdowns on-site and on demand. With the addition of GMG ColorCard, SunDigiProof users can digitize and automate the production of precise digital color matches based on digitally defined colors. This creates a more intuitive workflow, empowering printers to create and share color matches faster while minimizing the cost and effort of qualifying colors both internally and with their brand partners.

Marc Levine, Director of Business Development at GMG, comments: “Our partnership with Sun Chemical helps print businesses digitize their color processes and better future-proof their businesses. In today’s more volatile market, every single resource matters more than ever; pressure on speed, agility, and quality is at an all-time high. We believe that digital color specification and communication tools remove the friction around color so that brands and their supply chain partners can produce color with more efficiency, greater accuracy and higher consistency.

“With GMG ColorCard, ink drawdowns are simplified requiring no special tools or expertise. We build our expertise into the software, using spectral prediction technology found in GMG OpenColor,” Marc Levine continued. “We also leverage the capability of today’s high-performance inkjet printing solutions, enabling users to create accurate, repeatable digital color matches in under three minutes. That means no more time-consuming and resource-intensive manual processing, consistent substrate-to-substrate consistency, and faster, more accurate color referencing across the board.

“By bringing the expertise of GMG and Sun Chemical together, we’re delivering best-practice-in-a-box and helping our customers streamline their color approval workflows.”

GMG ColorCard integration further boosts the flexibility and convenience of SunDigiProof as it can be configured to meet a wide range of technical requirements. This ensures that there is always an ideal match for printers. By digitizing manual processes and unlocking effortless in-house color matching, the technology enables simple cost control alongside added flexibility.

Patrice Aurenty, Business Leader Color Management, Global at Sun Chemical added: “The goal of our partnership is to offer a best-in-class solution for automating color swatch production and enhancing speed to market. We are delighted to accomplish this and more, with the added advantages of clearer color communication and exemplary consistency, regardless of substrate or project complexity.

“Our SunDigiProof service, part of the SunColorBox toolkit, makes color consistency effortless. By plugging GMG ColorCard functionality into the mix, we’re offering new heights of productivity and efficiency for digital color match creation. As the market continues to demand uncompromising speed and volume, the right choice of tools can make all the difference.”

To discover more about the SunColorBox suite of digital proofing tools, visit <https://www.sunchemical.com/suncolorbox/>.

To learn more about the GMG ColorCard and the range of color management software solutions, visit <https://gmgcolor.com/solutions/colorcard>.

**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.

**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.

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