**GMG presents a proofing solution that fits HP Indigo like no other: GMG ColorProof now supports the HP DesignJet Z9+**

**Tübingen, Germany (8th November 2023)** – GMG is recognised worldwide as the standard in proofing and color management, while HP has significantly shaped digital printing. It's about time for a proofing solution specifically created for HP Indigo users. The application may surprise: proofing for digital printing. Until now, producing press proofs on the Indigo is a fairly common process. However, it’s costly to tie up the powerful HP Indigo for proofing. A ‘real’ proofer that, in conjunction with GMG ColorProof, shows exactly what will happen on press. It’s not just reliable but also extremely cost-efficient.

“The proofing solution from GMG is by far the better solution compared to the proof-on-press strategy,” emphasizes Birgit Plautz, Manager of Technical Services at GMG Americas. “Together with our partners from HP, we have asked various users in the US for their assessment” Plautz adds, “and everyone agrees that the excellent HP Indigo should do exactly what it was made for: production printing.”

“We know precisely how the end result will look without needing to operate the full press” confirms George Hlad of Resource Label.

In addition to the precise predictability of GMG ColorProof, the primary focus lies in the cost-effectiveness of the solution. The numbers stack up: in just a single proof, the cost difference between proofing on the HP Indigo vs the HP DesignJet with GMG ColorProof can extend into hundreds of Euros - and most companies proof dozens of jobs per month. GMG has developed a cost calculator illustrating the potential cost savings, making it straightforward to establish expected savings during consultation meetings. The calculator also allows for customers to input their own values in order to reflect their particular machine and production costs, which can vary from one company to another.

“GMG is renowned for its high-quality proofing solutions”, said Gershon Alon, Head of Software Solutions at HP Indigo. “Our customers are already enjoying savings in production time and materials with GMG off-press proofing, and now they can use the HP DesignJet Z9+ for proofing. HP Indigo continues to work with GMG to maximise production efficiency and reduce TCO of our joint customers”.

GMG ColorProof for the HP DesignJet Z9+ is now available.

For more information, visit **gmgcolor.com** andwww.hp.com/us-en/printers/large-format/designjet-z9-series-printer.html

**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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