**TrueColors Conference ~~–~~ September 10, 2024 in Munich:**

**GMG initiates industry gathering for brands, creatives and production**

**Tübingen, Germany (17th May 2024)** – It’s unlikely for people in the industry to be unaware of GMG’s color management and proofing solutions, especially in the packaging industry. After all, the color experts at GMG have been tackling the industry’s challenges for the past 40 years.

“It’s about time to bring all stakeholders together,” says Robert Weihing, owner of the company based in Tübingen, Germany. Weihing knows all the major industry trade shows, forums, and conferences. And for some time now, he’s been missing an event that doesn’t solely focus on technical issues. “We need a platform that not only informs but also inspires and creates excitement for the future. With the TrueColors Conference, we are taking a new approach: ‘Unboxing tomorrow’ is the motto of the inaugural conference, taking place on September 10 in Munich.”

GMG is a highly specialized software company that typically offers color management and proofing solutions for professionals in prepress. But for owner Robert Weihing, the era of silo thinking is long gone. He is sure: “Our industry needs a different, much broader and deeper exchange with all stakeholders in the process. With the TrueColors Conference, we want to bring them all together: brands, creatives, and production.”

GMG has been publishing the imaginatively curated TrueColors magazine for some time now, offering readers an immersive experience of color management within a broader context. On 50 plus pages, readers regularly learn how international brands operate and read first-hand about some of the issues they face. Readers often get a different perspective of the role they play. Packaging and branding are topics closely linked to the success of these companies. The TrueColors magazine shows that service providers in the graphics art industry with their know-how are part of these brand stories.

At the TrueColors Conference in Munich, the focus lies on fostering mutual understanding. “Partnering with brands, whether large or small, agencies and printers carry a significant responsibility,” emphasizes Robert Weihing. “Consistent colors and efficient processes are just as important as understanding the interdisciplinary mission. Ultimately, it’s all about teamwork.”

The conference agenda offers an engaging mix of visionary keynotes and hands-on breakout sessions. While the conference covers practical content, it will also venture into less covered topics. For example, what does it mean for the packaging industry when point-of-sale shifts to digital? Opportunity or challenge? This question will feature regularly.

The TrueColors Conference will take place on September 10, 2024, at the Munich Literary House. Tickets are available now at [www.truecolorsconference.com](http://www.truecolorsconference.com). Discounted Early Bird rate tickets are only available until July 10, 2024.

For more information about GMG, visit [www.gmgcolor.com](http://www.gmgcolor.com).

**The End**

**About GMG:** GMG is the leading developer of high-end color management solutions. The company was founded in 1984 in Tübingen, near Stuttgart, Germany, where its headquarters remain to this day. With 40 years of experience in color management, GMG is an industry pioneer, literally setting the standards in this segment. 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. The company’s clients include creative agencies, prepress companies, offset-, flexo-, packaging- and digital- as well as gravure- and large-format printers. GMG is globally represented both through its own subsidiaries and via an extensive network of partners.



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