**TrueColors Conference in Munich: A high-profile speaker line-up sets its sights on the future of packaging**

**Tübingen, Germany (16 July 2024) –** GMG’s color management and proofing experts are bridging a gap with their exclusive event. Instead of just focusing on technological aspects, they aim to broaden perspectives on the packaging market. The speaker line-up promises a comprehensive look at the industry from multiple angles.

“We must move away from silo-thinking in packaging,” says Robert Weihing, GMG’s owner. “Color management is our specialty, but long-term success in the industry requires an understanding of the packaging industry as a whole. What drives brands? How do political and social trends influence the industry? How does consumer behavior change packaging design, and what drives the digital transformation in retail?” As the host of the TrueColors Conference, GMG focuses on facilitating discussions rather than putting the spotlight on itself. The conference motto, ‘unboxing tomorrow’, clearly spells out the focus – the future of packaging.

The event provides an ideal platform for discussing practical solutions, gaining insights, and networking with industry peers. The TCC panel is both high-profile and diverse:

“Packaging is becoming flexible, flexible, flexible. Flexible in terms of speed. Flexible in form. And flexible in design”, says Frank Plechschmidt from Labelisten. He will co-host a breakout session with Daniel Pammé of KoRo Source.

“Packaging is a jack-of-all-trades, but it faces significant challenges due to regulatory frameworks and sustainability requirements”, says Kim Cheng, who led the operations of the German Packaging Institute until June this year. Cheng will deliver one of the keynotes in Munich.

Another keynote will be delivered by Jan Bredack, founder and CEO of Veganz, who asks, "Are sustainable food companies out of fashion?"

“Packaging design will serve as a bridge to the digital world”, asserts Stefan Hilss from the globally operating production agency Linked2Brands. Hilss will speak in an expert interview about packaging for the digital point of sale (POS).

Margherita Trombetti from AIM (European Brands Association) emphasizes, “Digitalization is key, particularly in the transition to a circular economy.”  
  
Steffen Walter from THIMM agrees and states that, “Digital printing is an essential tool.” During his session, he will address its challenges and opportunities in the context of digitization.

Coming from a research background, Andreas Kraushaar from Fogra will explore new approaches to global quality management in packaging. We’re intrigued to find out more about his recommended solutions.

The TrueColors Conference takes place on September 10, 2024, at the Literaturhaus in Munich. Learn more about speakers, the detailed agenda, and tickets at [www.truecolorsconference.com](https://bit.ly/3xRG6kN).

The keynotes and breakout sessions will be held in German or English. Simultaneous translation will be provided from German to English and from English to German.

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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