



DIGITAL COLOR COMMUNICATION

FROM THE INK KITCHEN
TO THE CUSTOMER

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24 - 27 September • Brussels
**LABELXPO
EUROPE 2019**
www.labelexpo-europe.com

GMG – Who we are

Proofing and color management solutions

More than **35 years** of GMG – founded 1984

More than **12.000 installations**

GMG systems are **certified** in any printing standard

Strong relationship to our clients

Continous expansion & development

More than **150 employees** worldwide

Academy Workshop Center



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Importance of brand colors



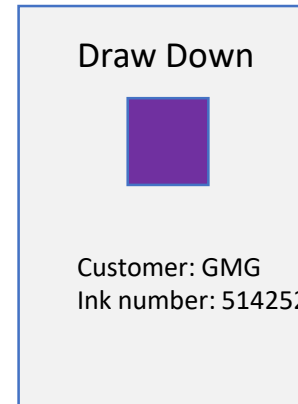
A lot of materials and applications



How to communicate and visualize color?



Real test print



Ink Draw Down



Calibrated Monitor



Proof

Digital Color Communication



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The evolution of color management

1990

2000

2010

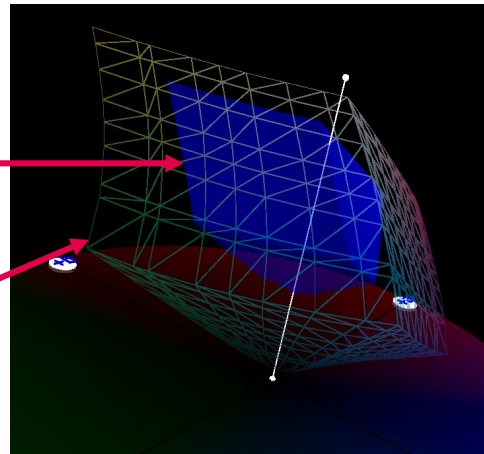
Today



ISO newspaper



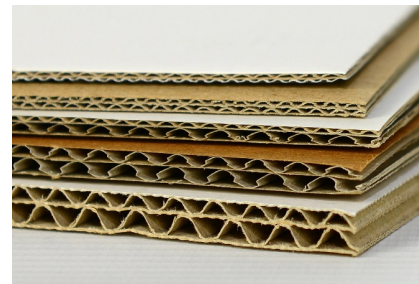
ISO coated v2



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Specific challenges in packaging?

- Variation of spot color usage
- No industry standards for packaging -> House standards
- Customer expectation higher than in commercial
- Some colors can not be reproduced on some materials (e.g. Light red on brown board)



Challenges for productivity

- Long correction cycles in PrePress
- Effort in communicating colors
- Print approvals with high effort



Some key points – Statements



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Spot colors can be proofed!

- “Spot colors are not reliable on a proof” was yesterday!
- Today's tools consider spot colors and overprints
- Innovative tools also predict the results without measuring all combinations

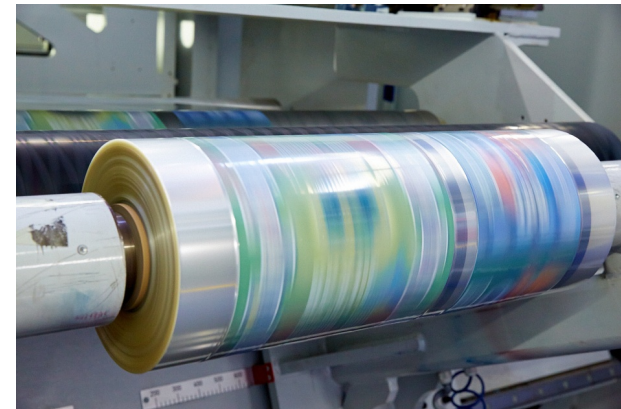


Proof



House standards

- Know **your** print results and tolerances
- Use innovative tools to
 - Collect information (measurements)
 - Characterize your presses
 - Create profiles
- Evaluate Color before being on press
- Have a efficient file preparation



Communicate your color upfront

- Long approval time are generate high costs
- Communicate the result and tolerances upfront
- Define a clear reference

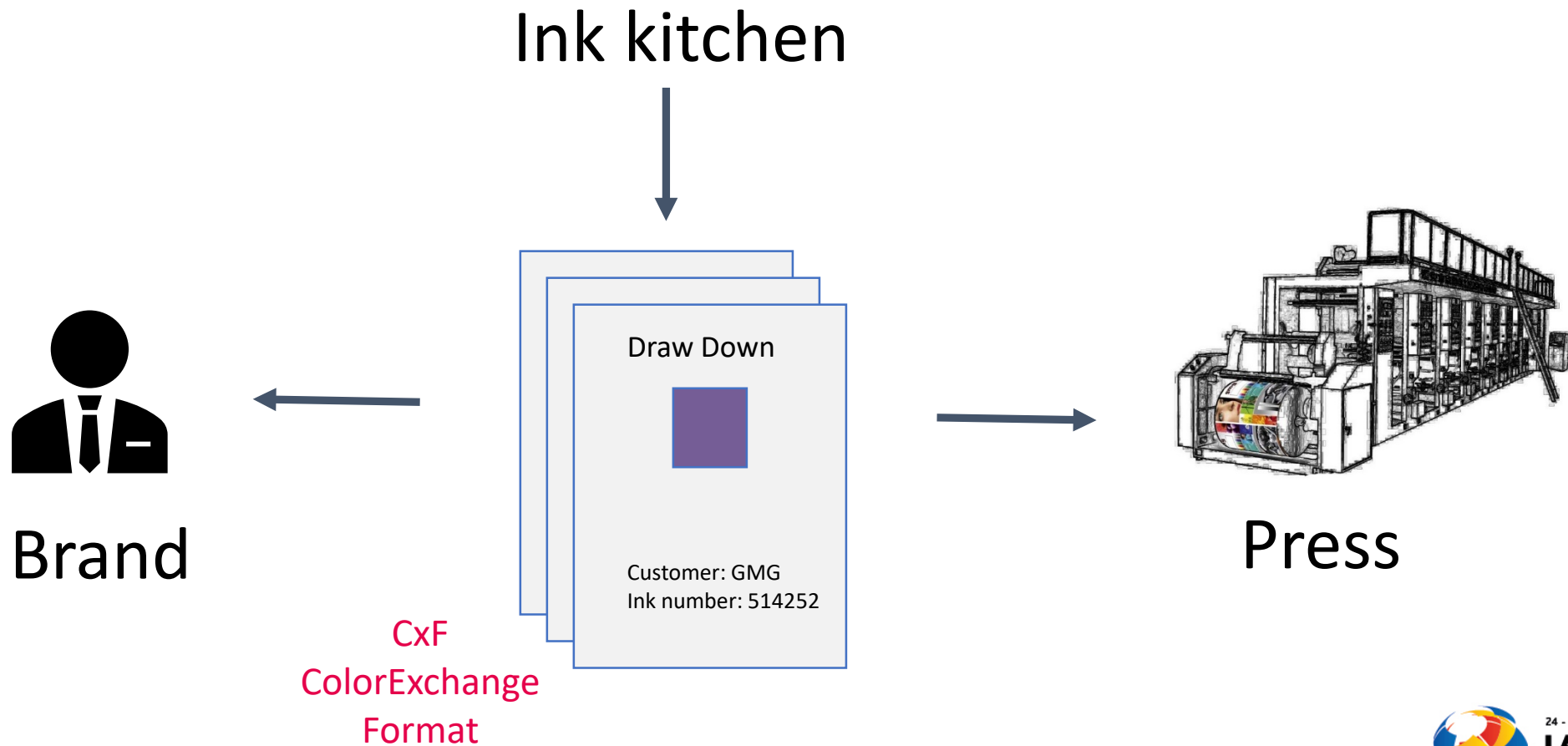


Digital Color Communication - Ink kitchen

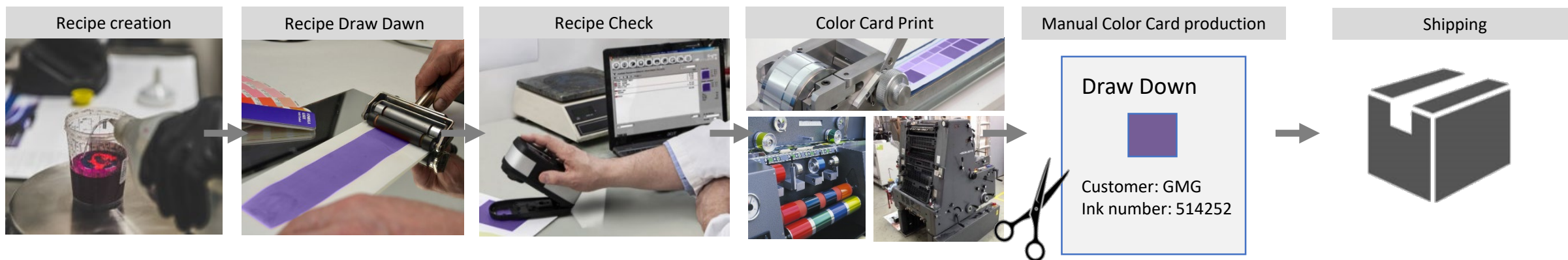


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Ink kitchen - How is this done today?



Ink kitchen - How is this done today?



Challenges with manual ink draw downs

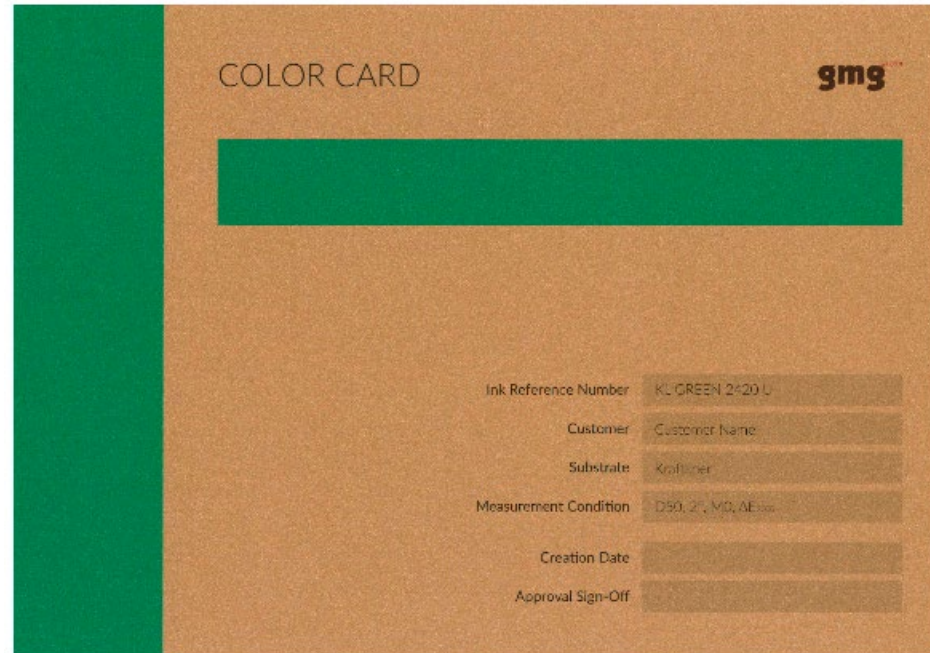
- Not very accurate when multiple samples needed
- A lot of effort and time needed
- Reprints are hard to realize
- Very limited possibilities (Tolerances, densities, etc.)
- **Not digital!**



How digital color cards works?



CxF
ColorExchange Format



gms colorCard

SUBSTRATE: Coated Paper - Offset

	L	A	B	Target	Choose File IFS_22126.cxf
	45.8	40.5	29.2	Measured	

TEMPLATE: Solid_EN.pdf

INK REFERENCE NUMBER: 22126

CUSTOMER: |

SUBSTRATE: Coated Paper - Offset

VIEWING CONDITION: D50, 2°, M0

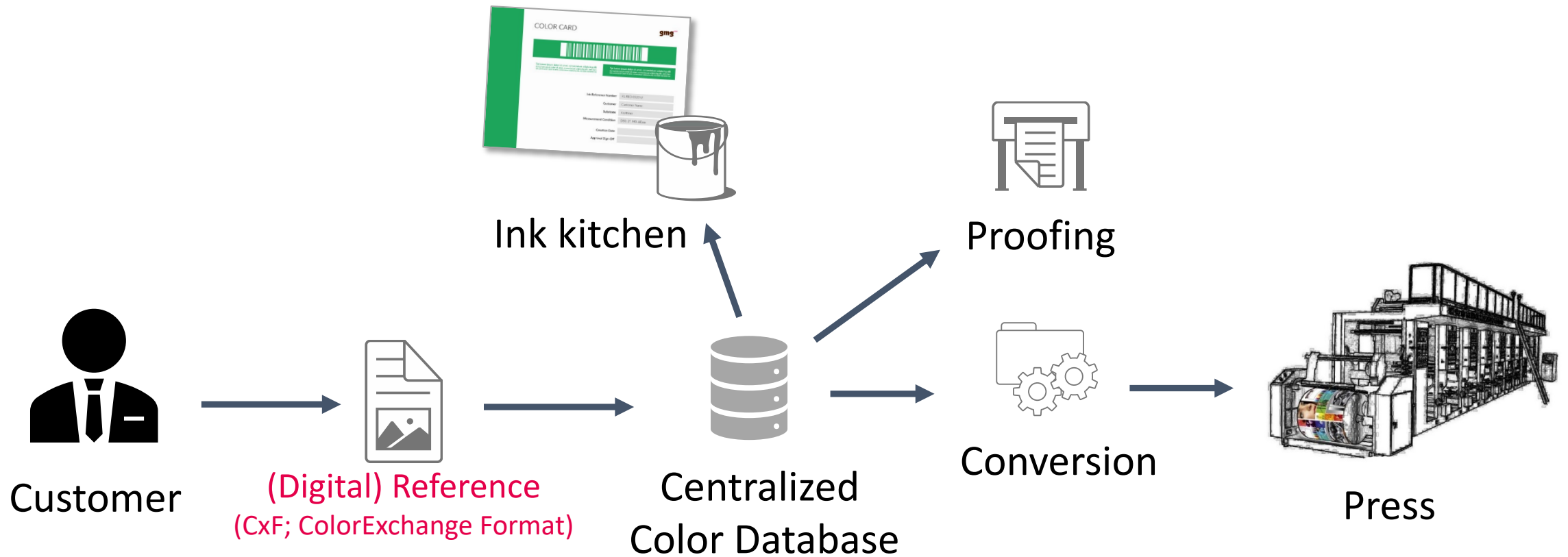
CREATION DATE: 2019-09-18

COPIES: 1

PRINT

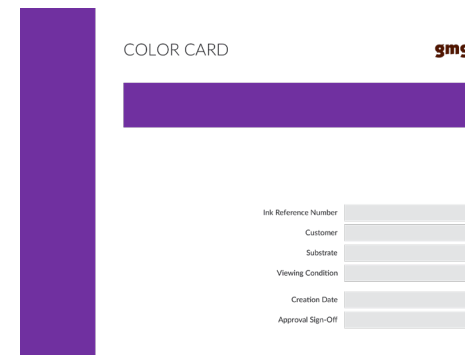
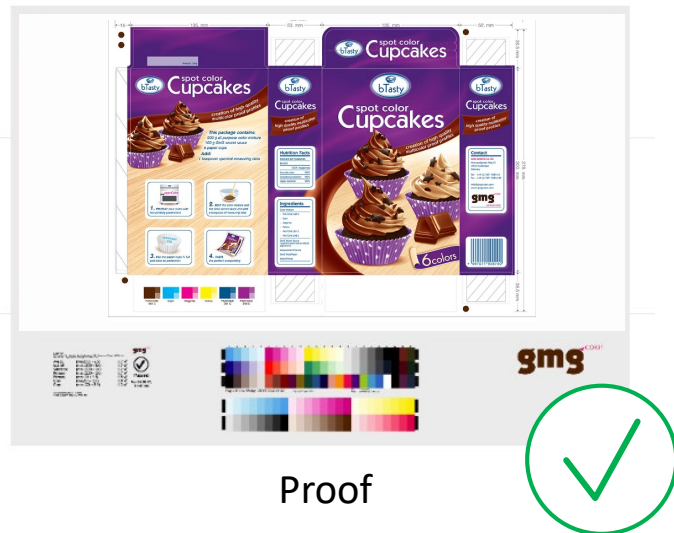


Conclusion: Color Communication today



Conclusion

- Create house standards for packaging production
- Use digital spectral color references (.cxf)
- Visualization of the digital reference:
 - Proofs
 - Color Cards



Further infos

- **Hall 6; Booth A22**
- Pulse Roll Label; Hall 3; Booth C64
- Epson Europe; Hall 9; Booth A50
- www.gmgcolor.com
- Or join one of our webinars



Wherever a color goes
it stays that color

