

Smart color reference  
for spot color printing:  
GMG ColorCard

Digital efficiency  
and  
color accuracy

**gmg**<sup>color</sup>

# Simple, efficient, precise: The innovative solution for accurate spot color drawdowns

## Quick and easy to use:

### High-quality ink drawdowns in an instant

GMG ColorCard is the digital innovation that automates the manual and labor-intensive process of producing spot color drawdowns. It consistently produces accurate proofs for any spot color.

## Trusted color communication:

### One reference for all process partners

The accurate representation of a brand color on the chosen substrate makes communication between all stakeholders at pre-press stage so much easier. Be it the brand, ink manufacturer or the printer – if all parties approve identical spot color proofs, the outcome is sure to match everybody's expectations.

## Accurate print production results:

### Consistency and efficiency all the way

Keeping approval times short and avoiding client amends, benefits everyone involved. Finally ink experts can produce digitally printed ink drawdowns – as many as they want, in identical quality, in the exact color – in minutes. The advantages of ColorCard are apparent all the way to the printing press, as with reliable color references the print approval process is much more efficient.

At last, all parties involved always have the correct color to hand.

GMG ColorCard is not only completely accurate – every spot color drawdown can be duplicated simply and quickly with a mouse click.



# Three steps to your digital ink drawdown – In less than three minutes

1



## Import existing ink values based on your individually created ink recipes

Brands demand accurate color reproduction of their brand colors irrespective of the substrates these are printed on. This requires ink labs to mix numerous variations of the ink and approve them through ink drawdowns. Now with GMG ColorCard the ink recipes can be accurately reproduced digitally.

2



## Choice of target substrates

When printing on unusual substrates, the reliable simulation of colors is key to a seamless print process. This is why GMG ColorCard offers a comprehensive, expanding and customizable library of substrates.

Smart solution, tangible benefits:  
GMG ColorCard saves time and  
delivers 100% accurate colors.

3



Print the desired number  
of digital spot color cards

Conventional ink labs rely on a flat bed proofing press or they even hand roll ink onto the substrate. GMG ColorCard improves the process through digital efficiency and consistency. Results are more reliable, show the smallest color increments and are repeatable.



# Accurate and predictable – the only surprise: the low costs

## Time is money

Looking at the conventional process of producing ink drawdowns soon reveals how expensive, time consuming and error prone the production is. If additional samples are required at a later point, the high unit cost of conventional drawdowns quickly impact on the total project cost.

Compared with conventionally produced ink drawdowns, results with GMG ColorCard can be achieved significantly quicker. Digitally produced color cards can be reproduced any time at the click of a button making repeat prints easy and cost-effective.

## GMG ColorCard at a glance:

- Simple digital print of accurate color references
- Time savings of up to 90%
- Effortless repeat production of color cards
- Multiple layout versions for professional color communication
- User-friendly, web-based application



# Choose the smart color reference for spot color printing: GMG ColorCard

Visit us at **[www.colorcard.gmgcolor.com](http://www.colorcard.gmgcolor.com)**  
for further information and technical specifications regarding  
GMG's digital ink drawdowns.

Email us at **[colorcard@gmgcolor.com](mailto:colorcard@gmgcolor.com)**  
or call us on: +49 (0) 7071 93874-0. We look forward to  
answering all your questions. Our experts will analyze your  
individual requirements and demonstrate the benefits of  
GMG ColorCard using your spot color library. Please share  
your contact details, and our GMG ColorCard team will be  
in touch with you soon.

We look forward to hearing from you.



Please don't  
hesitate to contact  
us today.

GMG GmbH & Co. KG  
Moempelgarder Weg 10, 72072 Tuebingen, Germany  
T: +49 (0) 7071 93874-0, F: +49 (0) 7071 93874-22  
info@gmgcolor.com, www.gmgcolor.com



© 2019 GMG GmbH & Co. KG. GMG and the GMG logos are registered trademarks or trademarks of GMG GmbH & Co. KG. All other names and products are trademarks or registered trademarks of the respective company and expressly acknowledged as such. Subject to technical and other alteration. 08/19/en