

# Case Study Packaging

## GMG ColorProof/Roland VersaUV LEC-330

James Townsend & Sons Ltd./Think Repro chooses GMG and Roland as key components in new reprographic venture



Company	James Townsend & Sons Ltd., award-winning labels and packaging specialist in Exeter, are the largest independent supplier of wet glue labels in the UK (Label Printer of the Year 2009 – Print Week).
Application	Think Repro, the recently launched reprographics company by James Townsend, focuses on high-quality prepress services for the packaging industry.
Job definition	Production of artwork, proofs and packaging prototypes/mock-ups with the Roland LEC-330.
Previous method	Producing proofs with a Cromalin analogue proofing system did not give enough control and each proof worked out to be time consuming and expensive.
GMG products in use	GMG ColorProof, GMG InkOptimizer, GMG PrintControl
Printer	Roland VersaUV LEC-330
Advantages	<ul style="list-style-type: none"><li>By directly driving the Roland LEC 330, the GMG color management is the only solution to deliver the high quality required in the highly competitive packaging sector.</li><li>The GMG/Roland solution is able to cope with all material, including clear film and metallic substrates.</li><li>GMG ColorProof is extremely easy to use.</li><li>The GMG/Roland solution is very cost effective compared to the previous Cromalin analogue proofing system in use.</li></ul>
Customer statement: Kristian Wells, Prepress Manager, James Townsend	„When it came to looking at a new proofing equipment, it was vital for us that GMG was driving the front end. Think Repro is now able to offer color accurate proofs on any substrate. They can be assured that what they see on the proof or prototype will be a great match to what comes off the press, thanks to GMG’s color management and file handling.“

