

Case Study Packaging

GMG ColorProof/Epson Stylus Pro WT 7900

Athena Graphics
Picture perfect with proof printing
on transparent or metallic films



Company	Athena Graphics with three production sites in Belgium, France and The Netherlands
Application	Preparation of packaging print data for all printing processes and the production of conventional and digital printing plates
Job definition	Color-accurate digital contone proofing on transparent films
Previous method	Creation of a digital inkjet proof on transparent proofing film using GMG ColorProof. Areas which require white would have been created afterwards by using the DuPont Cromalin analogue proofing system
GMG products in use	GMG ColorProof
Printer	Epson Stylus Pro WT7900
Advantages	<ul style="list-style-type: none"> Wide color gamut as base for accurate spot color proofing like Pantone GOE colors within the tightest of tolerances Extensive handling of white ink channels, high density and accurate overlays, watermarks in the white area, white ink can be tinted The GMG printer driver achieves optimum print quality and guarantees a perfect color match The printing system gives a 75% time saving, it takes about 15 minutes to produce fully automatic and digital contract proofs Simulation of prints on metallic substrates
Customer statement: Kenneth Hostyn, Proofing Manager at Athena	<p>"This printing system is the best and most economic solution for contract packaging proofs. The GMG software gives us the ability to choose between reverse (print white last) or surface (print white first) printing, to adjust opacities and to print white as separate channel. As 'time-to-market' becomes more and more important, we are very happy with this new solution."</p>

