

Case Study LFP

GMG ColorServer, GMG SmartProfiler, GMG InkOptimizer

Bluetree Ltd.
Reliable results in sign and display print
for premium brands



Company	Bluetree Ltd., Sheffield, is one of UK's leading point of sale expert since the late 1980s. The sign and display specialist is focused on customer services, 3D design/studio, digital print, screen print, finishing/fulfillment, implementation. Bluetree's clients rang among the top national and international brands.
Application	The company caters for the full range of sign and display markets and has recently developed a specialism in 3D CAD-designed display units.
Job definition	Large format digital solutions (up to 3.2 m by 1.6 m) and screen printing for a large variety of materials like paper, plastics, metals and boards.
Previous method	Creation of own ICC profiles used in the production RIP – consistency problems occurred due to different devices.
GMG products in use	GMG ColorServer, GMG SmartProfiler, GMG InkOptimizer
Printer	Six digital inkjet machines: a roll-fed Epson Stylus Pro 1180 and Scitex XP2700, a flat-bed Inca Spyder, a Develop Ineo 5501 and two flat-bed HP Scitex FB7500s
Advantages	<ul style="list-style-type: none">Higher print quality than before; they can get the best out of the machine thanks to the GMG calibrationConsistent and repeatable print quality on different printing systems and substratesConsistent input as GMG ColorServer reliably automates tasks such as transparency flattening and CMYK color conversionConsiderable time saving effects once profiles are set upGMG InkOptimizer lead to unexpected high ink saving while visible print quality improvements were achieved
Customer statement: Bryan Shirely, Managing Director at Bluetree Ltd.	„Once we decided to go for GMG ColorServer and GMG SmartProfiler, we quickly began to reap the benefits and I can honestly say it has had a big impact on our business. GMG ColorServer reliably automates tasks such as transparency flattening and CMYK color conversion so that no matter how the original is presented, a quality job is presented to the RIP, and it doesn't matter which RIP. This means far fewer hold ups in prepress. Before we heard about GMG InkOptimizer we didn't think it was an issue, but ink is expensive and savings are worth attempting. The results have been amazing – we estimate it has knocked around one quarter off our ink costs.“

