

Case Study Proofing

GMG ColorProof, GMG DotProof, GMG ProofControl

Cosmos Communications
Exceeding proofing standards



Company	Since 1933, New York based Cosmos Communications is a leading Integrated Print and Interactive Marketing Solutions Provider. Their 50-member print and prepress departments develop everything from catalogs and brochures to one-page ad inserts for a variety of clients.
Job definition	Prepress jobs for digital printing
Previous method	Proofing to a inhouse standard, proprietary system. Using ICC profiles and building own profiles was too time consuming and cost intensive with regard to any change in ink, paper, or other variable. User interface was extremely cluttered, and the dot proofs had banding.
Printer	Epson 9880, Epson 7880, HP 1050C
GMG solutions in use	GMG ColorProof, GMG DotProof, GMG ProofControl
Advantages	<ul style="list-style-type: none">▶ Proofs pass all industry standards▶ GMG ColorProof does everything automatically▶ Helpful selective controls for spot colors that even allow to tweak spots and tints▶ Great color accuracy▶ Significant reduction of material cost by more than 75%▶ Calibration is easy and fast
Derek Lambert, Director of Prepress Technology at Cosmos Communications	„With GMG ColorProof and GMG DotProof our material costs were cut from \$45-65,000 a month to \$10,000 a month. Everyone is happy. Complicated jobs that might take GMG ColorProof 12 seconds took another system one to three minutes to produce. GMG ColorProof is a very user-friendly, cost-effective and color-accurate system. With it, printers can expect a substantial ROI. I’m already looking at my next investment, GMG InkOptimizer, to deliver more control on press, and less make-readies – and all with less ink.“

