

# Case Study Digital Printing

GMG ColorServer, GMG SmartProfiler, GMG InkOptimizer

**Digital Repro Druck**  
Color-accurate proofs and high quality digital prints



Company	Digital Repro Druck is a full-service provider for industry and private customers, including print production and finishing. Founded 1993 in Esslingen, Germany.
Application	Offering commercial digital printing and marketing collaterals also in unusual formats, authorized online print shop of German Bundesliga soccer club VfB Stuttgart
Job definition	Extensive work with profiles, color separation and conversion
Previous method	As customers deliver more and more mixed data or pure RGB data it became impossible to adapt all the data to the subsequent output process manually. Also, quality issues raised when using ICC profiles for color conversion. Printer frontends have only limited color management functions.
GMG solutions in use	GMG Color Server, GMG SmartProfiler, GMG InkOptimizer
Printer	Xeikon 6000, Xerox 700
Advantages	<ul style="list-style-type: none"> <li>▶ GMG ColorServer achieves a high degree of automation by means of color separation and conversion and leads to efficiency improvements</li> <li>▶ GMG's DeviceLink technology offers significant quality advantages compared to color conversion using ICC profiles</li> <li>▶ Setting the machines to a defined color standard by means of GMG ColorServer improves color stability and repeatability over the print run, thereby enhancing quality as a whole</li> <li>▶ After switching to ISOcoated_V2 color space with Xeikon 6000 GMG InkOptimizer reduced the basic density again and compensated the increase in toner consumption</li> <li>▶ Lower density led to a marked quality advantage when changing papers</li> <li>▶ Toner consumption was cut by an average of 15%, in addition to which the gray balance is more stable, metameric effects are reduced, and detail definition is improved</li> <li>▶ Opportunity to offer a color-accurate advance copy printed on the production machine and on original material at low costs</li> <li>▶ GMG SmartProfiler guides the user to his destination – regardless of how little or much expertise he may have – offers tried-and-tested presettings, and greatly reduces the time taken to calibrate and profile digital printing machines</li> </ul>
Uli Münzenmaier, Technical Manager at Digital Repro Druck	“This experience showed us that it's incredibly important, particularly in the digital printing field, to get the printing machine into a good basic state and keep it there. Only then, and using suitable color management solutions, you can get the very best out of the machine – and cut costs at the same time.”

