

Case Study Digital Printing

GMG ColorServer, GMG ColorProof, GMG InkOptimizer

Eichhorn GmbH & Co. KG

Cutting-edge technology as prerequisite for premium results in digital print



Company	Eichhorn GmbH & Co. KG, founded in 1993 in Frankfurt, are 20 DTP professionals, media designers, project managers and IT specialists.
Application	Eichhorn is a modern prepress company which supplies its international customers in industry and wholesale with highly professional graphic arts services ranging from image editing, layout, content management, production planning to innovative software solutions.
Job definition	Achieving a consistent printing quality independent of printing press
Challenge	The color management of the digital printing presses did not match the expectations of Eichhorn and their clients regarding output quality, especially of product images which pose a real challenge with their high proportion of gray and black.
GMG solutions in use	GMG Color Server, GMG ColorProof, GMG InkOptimizer
Printer	Three Konica Minolta bizhub Pro 6500 digital presses
Advantages	<ul style="list-style-type: none"> ▼ After suspending color management of the digital printing press and introducing GMG ColorServer the digital in-house press is printing to offset quality. ▼ Every printing press Eichhorn supplies with printing data for his international customers delivers consistent, repeatable and uniform results thanks to GMG color management software. ▼ GMG software converts automatically the different incoming RGB or CMYK image data to a uniform standard (mostly ISO webcoated and ISO coated v2) by means of separation, reparation or fully automated color conversion. ▼ The converted image data are automatically optimized using GMG InkOptimizer. This incorporates specific algorithms to reduce the quantity of CMY inks while increasing the proportion of black ink. ▼ The time spent on manual image editing was reduced to a minimum and problems due to a unstable gray balance were almost eliminated.
Customer statement: Robert Eichhorn, Eichhorn GmbH & Co. KG	"Only GMG color management software enabled the digital press to produce optimal prints. Without it, no acceptable quality was achieved. What took a whole day of image editing now only takes two hours."

