

# Case Study Proofing

## GMG ColorProof, GMG ColorServer

### Fluid DPS

Quick and powerful color solutions for advertising prepress



Company	Established in 2003 in Stockport near Manchester, nowadays Fluid DPS is an approved advertising repro supplier to some of UK's largest newspaper groups with a strong hand amongst advertising agencies in the north of England.
Application	Digital imaging, image manipulation and reprographic technology
Challenge	To deliver color accurate, high quality digital prepress files fast to publications and printing sites across the country
Solution	GMG ColorProof and GMG ColorServer alongside Epson proofing systems and HP 1050 inkjet proofer
Advantages for Fluid DPS	<ul style="list-style-type: none"><li>▶ GMG's proofing software is adaptable to a wider range of proofing specifications including newsprint, magazine, gravure and press profiles and works quicker than their former proofing system.</li><li>▶ Fluid DPS is able to offer a „complete prepress solution“ from image capture to the job going on press.</li><li>▶ Now, Fluid DPS is getting large volumes of work concerning magazine and brochure work.</li><li>▶ The Epson engines are fast and consistent and they are a perfect match for GMG software.</li><li>▶ To manage and view color in controlled conditions can be cost intensive for small and medium-size agencies. With GMG technology Fluid DPS can produce files to the correct specification and change that specification at moment's notice.</li><li>▶ Fluid's clients profit from workflow improvements in regard of quality and time.</li></ul>
Customer statement: Steve Reilly, technical manager at Fluid DPS	„As long as we can maintain this fluidity on our clients' behalf there will be place for us with agencies of that size.“

