

Case Study Proofing

GMG ColorServer, GMG ColorProof, GMG ProofControl

Loveurope Group Limited

Speeding up color management workflow is vital to stay competitive



Company	Loveurope Group Limited, established in 1988 in London, is one of the largest advertising production networks in Europe. Clients: brand and agency clients in TV, press, digital & outdoor
Business areas	Pre-press production for Above the line marketing, point of sale, brochures & Direct Marketing
Job definition	Color management: agency proofs, repro proofs, newspaper and magazine
Problems with previous method	ICC profiles produced sub-optimal results when converting CMYK to CMYK and single channel blacks
GMG solutions in use	GMG ColorServer, GMG ColorProof, GMG ProofControl
Advantages	<ul style="list-style-type: none">▶ Profiles supplied with GMG ColorServer – also available on GMG’s website – are extremely easy to create and edit to exactly what you want for the best possible result.▶ The quality of the conversions is impeccable as the gamut mapping function ensures the best possible result from one color space to another.▶ The color composition vignettes remain smooth and images retain contrast and definition in the shadows. Also, the files can be simultaneously scaled and appropriately sharpened during processing.▶ The integration of GMG RipServer in ColorProof means that PDF files can also be processed in the same workflow.▶ The work that is put into the creation of the profiles is returned many times over in time savings and consistent results. The time savings are just incredible. What would take 10-15 minutes in Photoshop is instantaneous with ColorServer.
Ian Nunn, Group Colour Manager, Loveurope	

