

Case Study LFP

GMG InkOptimizer

Stiefel Digitalprint GmbH The case of less ink for optimal image reproduction



Company	Founded in 1982. At Stiefel Digitalprint GmbH 100 staff produce XXL prints on a wide variety of materials. Stiefel Digitalprint is Germany's largest JP and NUR user, and boasts the largest machinery portfolio in the LFP sector.
Application	Large format printing: banners and polyester netting, adhesive and transparent films, fabrics for flags and displays, paper for billboards, and sheet material.
Printer	27 printing and varnishing machines with printing widths of up to 5 m supplemented by an HP Designjet L65500, whose water-based HP latex inks offer comparable quality and flexibility to solvent-based inks, but with less of a burden in terms of the environment, health and safety.
Challenge	As sustainable and environmentally friendly production becomes more and more important for customers, this requires a matching solution by service providers.
Solution in use	GMG InkOptimizer automatically optimizes the color composition of printing data. Optimization is based on GMG 4D DeviceLink profiles.
Advantages for Stiefel Digitalprint	<ul style="list-style-type: none">▶ The CMY chromatic color component is partly replaced with black, without affecting the color impression in any way▶ Rapid return on investment through less use of chromatic inks – and less burden on the environment▶ Optimum workflow integration: integrating GMG InkOptimizer into an end-to-end PDF workflow was no problem at all for Stiefel▶ GMG InkOptimizer is reliable in that the color is modified in the PDF file, not the structure▶ Speed: It is fast because conversion is performed fully automatically and in a matter of seconds
Rainer Schmid, Quality Assurance at Stiefel Digitalprint	"The thing that convinced us about the GMG solution was the excellent quality. For us, anything else was out of the question. An ink-saving potential of between 10% and 15% became apparent after just a short time. As a result, the investment has already paid for itself. In addition, the image definition in the shadows is preserved far better and we can start varnishing certain print jobs sooner because the solvents evaporate faster. The lower level of ink application also results in reduced energy requirements for IR and UV drying, as well as improved through-drying. What is more, we found that 'curing branding' was reduced by using GMG InkOptimizer."

