

# GMG Academy Workshop: Print Production – From Design to Print



How is color communicated to customers and suppliers and which possibilities does color management offer for packaging printing today? This Workshop is addressed to anybody who wants to get a better understanding of the relationship between agencies and printers as well as of the processes and procedure “from Design to Print”.



The workshop took place at the GMG Academy in Tübingen and at the Hochschule der Medien in Stuttgart

**Color is the most important factor of a packaging when it comes to the final purchasing decision. Even nowadays, the color reproduction in the process of the packaging is still very manual from the print buyer to the printing press. The customer's goals often have to be precisely implemented in the color space by many color corrections and tuning cycles. The great potentials of participating companies in packaging printing can now be found in professional services, where innovative workflows and color management are the most important aspects.**

How can a simple but exact conversion of the colors into the production process be carried out? How can you implement color customer specifications in your company?

How are spot colors treated? What happens during the normalization of the data, which screening technology is used and how can you achieve the best results on the press? These questions concern most of the interactors in the print production process: from the technical environment to the sales and customer service.

In order to work professionally with customers and suppliers a solid knowledge of the print production process and color management is indispensable.

The GMG Academy Workshop “Print Production – From Design to Print” dealt with the whole process from photography to final printing, focusing on color management and the influencing parameters during a printing process.

Through the workshop, the participants were taught the complete process from design to printing on an 8-color flexo printing central machine. It is obvious: the color target of the customer should be clearly defined to achieve the best result. As agencies mostly use ISO coated v2 (39L), this color space usually corresponds to customer references.

*“If you want to know more about the behavior of colors, you should attend this course. The GMG Academy coaches are experts in color management and they’re great at giving you a better understanding of the functions of color management.”*

#### Workshop Participant

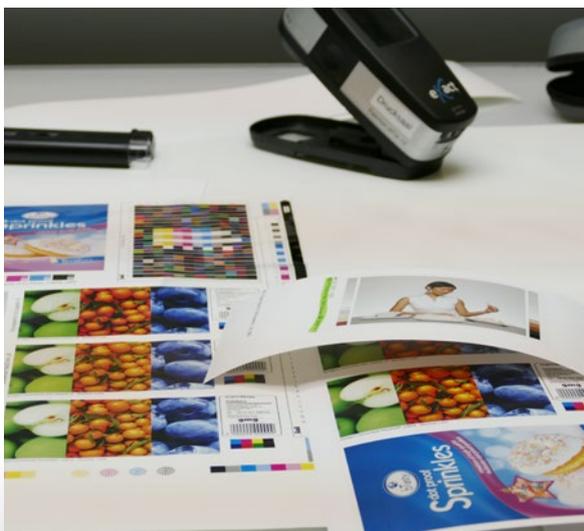
Further, they discussed important aspects of common standards in the graphic industry as well as measuring technology and color perception during the workshop. Furthermore, the participants learned how to create their own characterization data as well as how to do proof and separation profiles.

The print data which was prepared by the participants in the workshop – including special colors – had to be converted into the targeted printing conditions. The conversion via the various GMG solutions saves great efforts

and manual work steps: the data was either converted directly into Adobe Photoshop using the GMG ColorPlugin or via the GMG ColorServer. In addition, a conversion via Hybrid PackZ in combination with GMG OpenColor separation profiles streamlines the workflow significantly. Thanks to the GMG Solutions, the customer reference can be translated into the target printing condition precisely and faster.

In addition to the final flexographic printing, the other important printing processes such as gravure, offset and digital printing were explained during the workshop in the technical departments of the Hochschule der Medien in Stuttgart.

The diversity of theoretical and practical parts in the workshop allowed the participants from different companies – active in sales and prepress – to gain a deeper knowledge for their own practice, to strengthen their position towards customers and suppliers as well as to establish new workflows.



Direct matching of proofs and prints in the pressroom



Other printing processes, such as digital printing, were explained directly on the machine