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Press Release



For immediate release

New partnership between GMG and BARBIERI electronic

Tuebingen/Bressanone (September 14, 2009) – GMG, the world’s leading color management solutions provider, and BARBIERI electronic, leading manufacturer of color measuring solutions (densitometers and spectrophotometers) for the large format, flatbed and industrial printing markets, announced today a new strategic partnership, with the intent to provide exceptional color management solutions for the large format printing sector. According to the agreement, GMG will offer a special sales bundle including GMG ColorServer 4.6, the latest version of GMG’s well-known color management solution for fully automatic color space transformations, available end of October 2009, and BARBIERI’s popular spectrophotometer, the Spectro LFP RT.

With the assistance of a new, easy to use, profiling system to calibrate a wide range of print devices, GMG ColorServer and the BARBIERI Spectro LFP RT can be used to achieve perfect color quality. This is especially true for mixed environments with various front-end RIPs for different print systems. All output devices in use at the end user’s production site can be harmonized to a dedicated color standard. This is also applicable in so called ‘hybrid’ production environments melding different printing, such as offset, digital and large format printing.

The Spectro LFP RT is suited for every application where accurate color in digital printing is required. Together with GMG ColorServer, this is the ideal color management solution to meet the demands of industrial digital printing and inkjet printing on every media, including special ones such as cardboard, banners, backlit film, fabrics, silk, plastic plates, wood, stone, and ceramic plates.

The most important features of the spectrophotometer are:

- Automatic transmissive and reflective measurements in one device
- Switchable measuring aperture (2 and 6mm) - 2mm for high resolution prints on media with high quality surface, 6mm for low resolution prints or structured/textured surfaces

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- Special optics for UV printer requirements to get most accurate measurements, as UV prints have a unique surface

“The new partnership between GMG and BARBIERI is a great opportunity for both companies to establish high quality color management solutions for the large format production market. As expectations on color accuracy and repeatability are increasing in the digital and large-format printing sectors, we, together with BARBIERI, are delighted to provide customers the benefits of our common outstanding color management and measuring know-how,” says Paul Willems, CEO of GMG GmbH & Co. KG.

Wolfgang Passler, International Sales and Marketing Manager of BARBIERI electronic snc, states, “Within this partnership, the outstanding color management knowledge of GMG and the excellent color measuring technology of BARBIERI electronic are combined to create a synergistic force. This results in a new solution that delivers a high level of color accuracy, while the entire color management and printing workflow is simplified.”

– End –

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About GMG: The software company founded in 1984 and located in Tuebingen, near Stuttgart, Germany, has a worldwide distribution network with local presence in France, Spain, Benelux, Nordic, the UK, Asia and the Americas. GMG has specialized in high-end color management for the entire graphic arts industry. Today, more than 9,000 systems have been sold across the industry spectrum from ad agencies, prepress houses and offset printers to newspapers, flexo converters and international gravure printing plants. In fact, the GMG ColorProof system has become the de-facto standard of Europe's extensive gravure printing industry.

About the GMG family of products: GMG ColorProof, a color management software system, provides the most accurate way of calibrating digital inkjet proofing engines to produce digital contract color proofs, precisely matched to the printing press. GMG DotProof® enables users to generate contract quality halftone proofs, using the original bitmap data of the output RIP. Specifically tailored to the needs of the packaging industry is GMG FlexoProof, which supports specific flexo file formats and includes a complete Pantone® spot color library, along with other functions. GMG ColorServer is a tool for automatic color conversions – CMYK-to-CMYK, RGB-to-CMYK and RGB-to-RGB – for more efficient workflows. GMG InkOptimizer automatically reduces chromatic colors, thus providing cost savings by reducing unnecessary ink usage, along with better print stability on press. GMG ProofControl is the ideal solution for instant, color-accurate verification of proofs. GMG PrintControl is one single software for standardizing the press from start to finish. GMG RapidCheck is a verification tool to control the printing process at a click of the mouse. GMG Media is a range of proofing-specific papers and films for the most popular inkjet printers. They are manufactured to high tolerances for color critical applications, available in a range of sizes.

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For more information see www.gmgcolor.com

About BARBIERI electronic: BARBIERI electronic was founded in 1983 as a manufacturer of densitometers for quality control in photographic processing. In the year 1997 BARBIERI electronic expand their product range with spectrophotometers and software for color management in the digital imaging. Since some years BARBIERI electronic produce special color measuring solutions for the large format, flatbed and industrial printing market which are unique worldwide. Thanks to these innovative products BARBIERI electronic became leader in these markets. Today BARBIERI electronic is an Italian, high technology company which offers their customer suited solutions and an excellent service. Products are sold all over the world either through distributors to the end-user or directly to OEM-customers.

For more information see www.barbierielectronic.com

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