

Color in Use: Color-Accurate and Flexible – Proofing on Packaging Substrate



Project: Color-accurate proofing on a new printing device with existing profiles

Company: abc packmedia GmbH & Co. KG

GMG solution: GMG OpenColor, GMG ColorProof, and GMG FlexoProof in conjunction with Epson SC-S80600

abc packmedia is the first port of call for anyone seeking a reliable full-service provider for challenging high-quality projects in packaging printing. As an independent subsidiary of Albert Bauer Companies, the well-respected media services provider, abc packmedia has specialized in packaging prepress. For over 40 years they have been working for design agencies, packaging print firms, and leading European brands.

With its headquarter in Hamburg and locations in Germany and Poland, the company covers the entire prepress production spectrum in packaging printing. Studio projects are planned using LEADStudio, which coordinates the creation of designs and final artwork and the reproduction process right up to plate-making for flexo and gravure printing processes and embossments. As new processes and techniques are constantly being introduced in the packaging print field, high standards need to be maintained in terms of attractiveness, quality, and remaining up to date. abc packmedia's clients include both a number of international brands and SMEs from the fields of food and drink, hygiene, tobacco, paper napkins, healthcare, cosmetics, and pet food.

When requested by its major-brand and design agency clients, abc packmedia produces color proofs for the purpose of illustrating the appearance of colors on packaging substrates. Previously, these color proofs were produced on a laser-based proofing device by means of a process in which colored films were laminated. This operation is time-consuming and difficult, particularly for customers that have adopted the market-standard GMG profiles for



Ole Rolff and Eva Jüde-Löffler: "With the Epson SC-S80600, abc packmedia benefits from greater flexibility for clients that want a color-accurate proof on original film." (Source: pack.consult)

proofing. The process previously involved extensive modification of the profiles so that they would work with a different form of color management technology.

As abc packmedia utilizes GMG software solutions such as GMG OpenColor, GMG ColorProof, and GMG FlexoProof, there was a real need to avoid introducing an additional form of color management technology as a standalone solution. The company was looking for a solution with which existing profiles could continue to be used and be rapidly and precisely recalculated.

Straightforward control of the system was therefore a key factor in abc packmedia's decision to purchase the inkjet-based Epson SC-S80600 proofer. The system is controlled by means of GMG ColorProof.

"The color-metric quality is convincing and brings us the flexibility and speed we offer on paper to a range of different film types."

Eva Jüde-Löffler, responsible for color management in LEADStudio at abc packmedia

Both GMG OpenColor projects and existing GMG color profiles can be easily and effectively converted for use with a variety of film proof substrates.

This enables a very good match to be achieved between standard paper proofs from an Epson SC-P7000 and the new film proofs from the SC-S80600. In providing this option, abc packmedia has become one of the first pre-press providers on the market to be able to generate color-accurate proofs on a variety of packaging substrates in a rapid and flexible way using spectral color data.

"In conjunction with the Epson SC-S80600, GMG OpenColor provides us with the ability we need to also produce film-based proofs with the printing machine, and does so reliably and quickly."

Ole Rolff, Technical Director, abc packmedia

This enables abc packmedia, for example, to supply a branded product vendor with a proof on transparent film with an inspection window, thereby transmitting the look



Eva Jüde-Löffler comparing proofing results on a white film and a metallic film.
(Source: pack.consult)

and feel of the packaging to be printed. At the same time, the company can provide a more cost-efficient standard paper-based proof to a packaging print firm, for which such a simulation is sufficient in terms of its color specifications. Both proofs contain color-identical data. abc packmedia uses a total of around 20 different packaging substrates. The most frequently used substrate types are transparent, white, and metallic films, metallic cartons, and shrink-wrap films, different papers, and transfer films.

"With a film-based proof produced using the Epson SC-S80600, I have just as good a feeling as with our standard Epson paper proofs."

Eva Jüde-Löffler, responsible for color management in LEADStudio at abc packmedia

With the GMG Calibration Creation Wizard, profiles for new media can be created relatively quickly. This means that the portfolio can be expanded with the addition of the constantly growing number of production materials. And if a proof is needed on an original print medium, the proof can be generated on a transfer film that is then laminated onto the original production substrate.

The system gives abc packmedia the flexibility to supply a film-based proof that meets the customer's requirements in terms of color communication within a generally tight timeframe.



Product images on transparent film and paper proofs are identical in terms of color.
(Source: pack.consult)