

# Color in Use: Paving the way with GMG for digital in the packaging and display industry



**Project:** Improved color consistency across devices and substrates for a more seamless workflow

**Company:** McGowans Print, Ireland

**GMG solution:** GMG ColorServer, GMG SmartProfiler, GMG InkOptimizer



Headquarters of McGowans Print in Dublin  
(Source: McGowans Print)

Starting off 25 years ago as a small Dublin color copier shop, McGowans Print has gone on to lead the way in digital print innovation and become a key player in Ireland's print industry. The firm is based across two sites, one in Dublin and the other in Belfast, with the Belfast site focusing on direct mail. But it's the larger site on the outskirts of Dublin where 17 digital print operators work across multiple digital presses. McGowans needed a solution to provide high levels of color accuracy across all of their devices and invested in a combination of GMG ColorServer, GMG SmartProfiler and GMG InkOptimizer.

As a firm that embraces breaking technology, McGowans has recently installed a powerful digital corrugated board press, one of the first of its kind in the world. This machine will boost McGowans' capabilities in providing free-standing display units and other in-store displays to large clients including Coca-Cola and Lidl. McGowans also print posters, labels and more for other big names, such as Guinness.

## GMG color management and ink optimization across multiple digital presses

GMG ColorServer was installed across all McGowans wide format presses to provide improved and consistent color output through the automatic conversion of RGB,



**Rory McCrystal, Technical Manager at McGowans Print**  
(Source: McGowans Print)

CMYK and mixed image data into one output color space. It was then rolled out across the company's indigos and turbo jet machines.

The unique MX technology of GMG ensures stable and predictable color across batches and different substrates, with accurate spot color conversion. McGowans are also using GMG SmartProfiler to calibrate, recalibrate and profile its presses through its straightforward step-by-step user interface.

To complement this solution, GMG InkOptimizer was the chosen tool to optimize McGowans processes and increase ink savings. Not only does it improve color separation and enhance image quality by using more black ink, but the entire print run is also stabilized. A couple of the additional GMG benefits include faster drying times and reduced machinery wear and tear.

*"Given the number of machines we have, one of the drivers for working with GMG was our ink cost escalating – something that the industry as a whole has been affected by."*

**Rory McCrystal, Technical Manager at McGowans Print**

The decision to start a partnership with GMG was based on a number of factors for McGowans. They knew about GMG's track record in deploying color management software on the wide format machinery they are using. Plus, they were aware that the software would allow them to work with more than four colors, including violet and orange in their process.

*"We had discussions with a few other competitors in the color management space, but GMG showed more confidence."*

**Rory McCrystal, Technical Manager at McGowans Print**

One of McGowans' aims was to improve the quality of printing so it was more in line across the board. Their prepress workflow operates using FOGRA 39 and GMG software enabled them to validate more accurately to the standard. Plus, with various different RIP technologies in use, GMG software allows McGowans to run jobs through their workflow and it handles all of the color profiling.

*"After the GMG software was installed we had to move a tricky job from one press to another. The color was reproduced exactly, so GMG passed the test."*

**Rory McCrystal, Technical Manager at McGowans Print**

In terms of color management, McGowans have noticed there is an improved quality of print, like greens being cleaner. Due to the volume of print work, their production needs a fair amount of crossover across machines. In the past this would have caused color variations, but now they can use multiple machines to print the same product and the color is identical and correct to client corporate colors, which empowers production flexibility.

The main advantage for McGowans is the quality, which they attest is brilliant. Giving customers a superior product so they have more confidence when distributing and displaying means greater returns on investment for both McGowans and their clients. Rory McCrystal summarizes: "GMG are world-class color experts, with over 30 years' experience of high-end color management and proofing, and share our passion for delivering the highest quality print." GMG Business Development Manager Paul Bromley agrees and is looking forward to building the relationship, working with McGowans on ideas that will further streamline their color management process.



**Large Format Print coming out of a digital press**  
(Source: McGowans Print)