

# Color in Use: Swiss-made photo books – efficient and reliable, thanks to GMG ColorServer



**Project:** GMG's color management ensures consistent results across various printers

**Company:** Bubu AG, Switzerland

**GMG solution:** GMG ColorServer



"No matter which printing machine we use, the result is always perfect – even when re-printing previous jobs." Roland Schiess and Fabian Biondi (left to right) are thrilled with the quality of their digitally produced photo books.

**Bubu AG, a Swiss company based in Mönchaltorf in the canton of Zürich, has been founded eighty years ago. Nearly a hundred employees take care of the private customer business as well as projects for professional photographers and companies. In addition to its commercial bookbinding facility, the company operates a craft bookbinding workshop and digital pressroom, led by Roland Schiess. Together with Fabian Biondi, IT Project Manager, he was responsible for the implementation of GMG ColorServer.**

Over the years, the company had made a name for itself as a bookbinding company.

At the same time, Bubu pioneered the development of books-on-demand. With the launch of the Bookfactory, the Swiss company entered the photo book market in 2004.

Change is part of Bubu's DNA, and innovation is a hallmark of its company culture. It is, therefore, no coincidence that the company's decision-makers also wanted to benefit from the latest developments in color management.



Instead of calibrating multiple times a day, the team now only has to calibrate once a week.

After conducting an in-depth screening of the market, including research within their personal network, it was decided to install GMG ColorServer for rigorous testing. Roland Schiess recalls the selection process: “Of course, we knew GMG, and in conversations with friends and colleagues, the name kept coming up. Even though there were also other providers out there, it quickly became apparent which direction we would take based on our requirements.”

Fabian Biondi adds: “Initially, we didn’t have any specific applications in mind and simply thought it was time to replace our current workflow with a more up-to-date solution. While people often say ‘don’t try and fix what isn’t broken’, we were curious to see if there was something else out there, something better.”

In addition to optimizing the process in terms of quality and efficiency, Bubu AG also focused on process safety. Fabian Biondi reflects: “The workflow we had in place consisted of several interconnected systems. The solution was fairly complex and outdated. Our goal was to achieve better results with fewer systems, and we wanted to go with a well-established and trusted solution. And GMG was the perfect fit for us.”

### Less is more – less effort, more quality

Whether it was a job for a private customer, for an agency with specific print requirements, or for the production of their own products, all print data at Bubu AG had to go through three color management systems in the past. Managing these systems was relatively cumbersome and required constant calibration



Roland Schiess and Fabian Biondi (from left to right) appreciate the systems’ ease of use. Operators are also impressed. “The feedback is consistently positive.”

in order to achieve consistent results. The goal was to consolidate color management. Now, with GMG ColorServer, digital print production runs much more efficiently.

Roland Schiess explains: “We have about six or seven operators on press and they are very happy with the reduced complexity thanks to GMG ColorServer. Instead of calibrating multiple times a day, the team now only has to calibrate once a week. The feedback is consistently positive.”

Achieving consistent print results on different printing machines used to be a huge challenge. The fact that it is effortless to do so now is a great relief. “No matter whether we print on the Indigo, Konica Minolta, or Canon, the results are perfect every time. Thanks to GMG SmartProfiler, we can easily calibrate and profile all machines,” explains Roland Schiess, adding, “as we now have all machines aligned with GMG, it really doesn’t matter which press we use.”

Fabian Biondi mentions another crucial aspect: “Our customers may re-order their book a week after the first run. They expect it to look exactly the same. Of course, we want to be able to meet their expectations and GMG ColorServer gives us that peace of mind.”