

Color in Use:

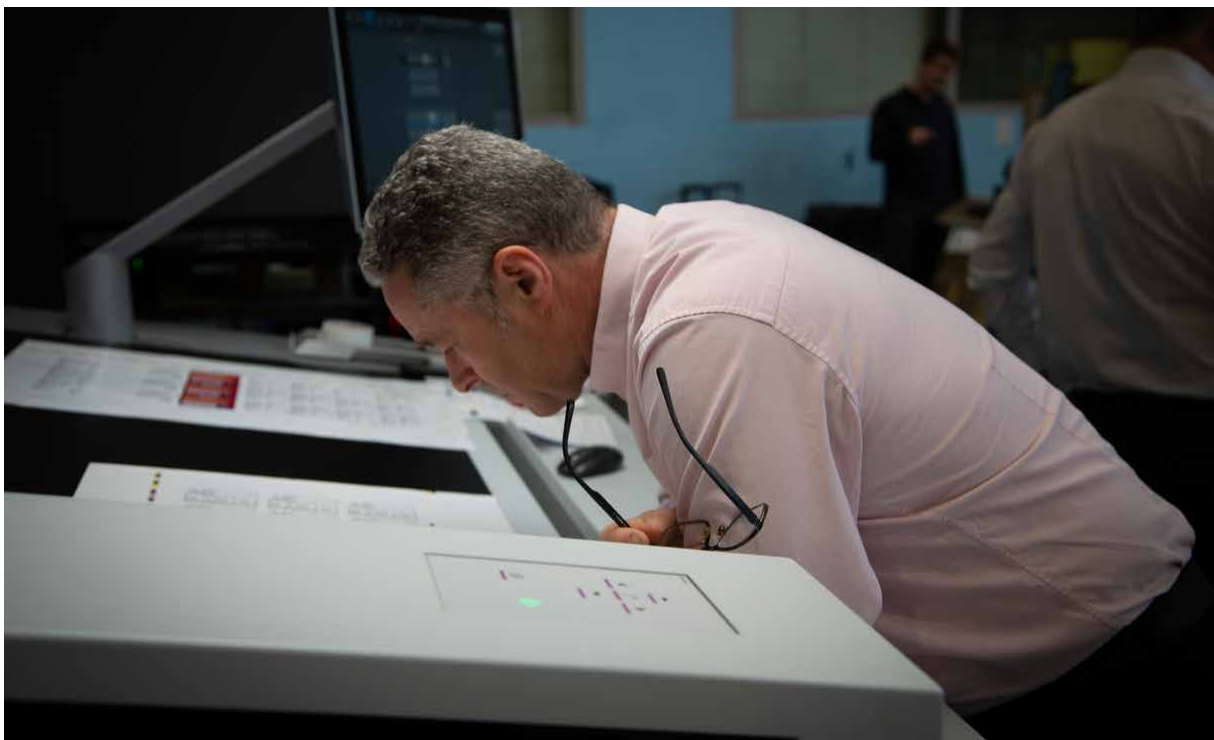
Making sure colors are consistent across printing machines



Project: Supporting printers in handling color conversion more accurately

Company: Denny Bros, Bury St Edmunds, Suffolk, England

GMG solution: GMG ColorProof, GMG ColorServer



Karl Seeley, Denny Bros' Operations Director, taking a closer look at some physical proofs.

Denny Bros is a global leader in multi-page labelling and printing solutions, renowned for their innovative approach and commitment to quality. With a focus on color accuracy, consistency and precision, Denny Bros aim to deliver exceptional results to their customers across various industries.

Denny Bros are committed to quality assurance and hold certifications including ISO 9001, PS 9000, and ISO 14001.

Their quality management system incorporates full traceability, ensuring adherence to strict standards and regulations.

As a sustainable printing partner, Denny Bros are also recognized for their efforts to reduce waste, minimize energy use and protect natural habitats. The company has achieved significant reductions in its carbon footprint and holds certifications such as Carbon Charter Gold and ISO 14001:2015.



Denny Bros create print output using a Heidelberg XL 75 Anicolor and GMG software to ensure accurate color results.

Optimising color

In 2023, Denny Bros sought to enhance their color management processes to ensure color accurate print results using a Heidelberg XL 75 Anicolor. Their research led them to GMG and together the companies worked on solutions to meet Denny Bros' specific needs.

Denny Bros required accurate spot to process color conversion, consistent colors across all processes and precise color proofing. A specific requirement was to improve color consistency across the system which uses three different printing technologies. Sometimes this process requires two different substrates to be used. Naturally, the final product should show the same color despite the different materials. Achieving color consistency was clearly imperative.

The company was also in search of a solution that would streamline its color management processes and improve overall efficiency in line with its business ethos.

Only one color standard

GMG offered Denny Bros a comprehensive solution, including GMG ColorServer for prepress workflow color management and GMG ColorProof for producing digital contract proofs and color-accurate mock-ups. In the three printing technology process, having only one color standard to work to meant GMG provided the target

color, not the printing press that printed the color first – giving Denny Bros the color consistency they had hoped for.

High precision improvements

Since implementing GMG's solutions in March 2023, Denny Bros have experienced significant improvements in their color management processes and been able to promote their high precision printing presses, which use highly accurate quality management systems to ensure unrivalled color accuracy and consistency.

With GMG ColorServer, the company has been very pleased to achieve accurate spot color conversion and consistent colors across all processes, leading to enhanced print quality and customer satisfaction. Additionally, Denny Bros has seen an increase in efficiency, producing more work with the same number of studio staff and reducing ink consumption through the software's ink optimization capabilities.

Denny Bros' Karl Seeley, Operations Director says, "The GMG software is simple to use and helps us handle color conversion more accurately than we could previously using our existing mix of DTP software. We now achieve much higher color consistency across our machines without having to constantly cross-reference the other press results when producing multiple machine printed products.

"The GMG software is simple to use and helps us handle color conversion more accurately"

Karl Seeley, Operations Director at Denny Bros

Paul Williams, Sales Manager at GMG summarizes: "We are thrilled to have supported Denny Bros in improving their color accuracy and consistency both on press and in proofing with our GMG software solutions. Seeing the difference our technology makes to a client in delivering brilliant results to their customers is truly rewarding."

For more information on how GMG can enhance your color management processes, visit the GMG website: <https://gmgcolor.com>.

For more information on how Denny Bros can help with your labelling and printing solutions, visit the Denny Bros website: <https://www.dennybros.com/>.