

Color in Use:

Benefits of digital printing – consistent brand colors in CMYK on corrugated cardboard



Project: Implementation of a color management workflow for digital corrugated cardboard printing

Company: HANS KOLB Wellpappe GmbH & Co. KG

GMG solution: GMG ColorServer Digital and GMG Consulting



Headquarters of HANS KOLB Wellpappe in Memmingen – Germany

As an owner-managed family business, the KOLB group has been developing tailor-made packaging across most industries and applications for over eight decades. A modern factory and machine park is complemented by an ambitious and committed team. More than 1,150 employees pursue the goal of “better packaging!” every day.

HANS KOLB Wellpappe has made a name for itself with transport and outer packaging as well as with point-of-sale displays made of corrugated cardboard. The company is particularly well-positioned in the food sector, but retailers and mail order companies are amongst its customers too. Besides regional and international food producers and branded goods companies, the KOLB Group also supplies various automotive, pharmaceutical, health-care and electronics brands.

As an innovative company, the potential of digital printing was recognized early on.

Sebastian Fromm, Production Manager at KOLB DigitalSolutions is certain: “Digital printing is going from strength to strength and will continue to expand the possibilities in packaging printing and present a flexible alternative to Flexo HD Postprint or Offset printing. In addition, direct digital printing, which we developed together with Koenig & Baur Durst, offers completely new possibilities, especially on corrugated cardboard.”

This digital vision has created a completely new field of activity for the company. In order to ensure efficiency and quality right from the outset, GMG was called in to help implementing a digital workflow – focusing especially on color management.



Sebastian Fromm,
Production Manager KOLB DigitalSolutions



Dr.-Ing. Bernhard Ruffing,
Managing Director of the KOLB Group

The German based company was familiar with many of GMG's solutions.

GMG ColorServer and GMG ColorProof have been reliable companions for years. Nevertheless, various providers were tested for this new venture. The fact that GMG was chosen once again, was "definitely the right decision," says Dr.-Ing. Bernhard Ruffing. "We were particularly impressed by the fully automated color space conversion. Now, we can convert spot colors more accurately to CMYK – taking into account the maximum available color space. The less attractive alternative would have been a cumbersome, manual color profile creation."

In addition to the advanced technology, there was another deciding factor in favour of the color experts from GMG: "The competent consultation – prior and during the implementation – is an essential part of the convincing one-stop solution," emphasizes Dr.-Ing. Bernhard Ruffing.

Production Manager Sebastian Fromm sees his own expectations of print quality being exceeded – especially with print on uncoated, white and natural brown materials.

The substrates are diverse in their nature, explains Sebastian Fromm. The spectrum we print on ranges from white-coated to white-uncoated and recycled outer liners. We even print directly on natural brown recycled liners. "The results are impressive," says the Production Manager. "Especially with natural brown KOLB HighLiner qualities, we clearly exceed our customers' expectations. It's not just the outstanding quality and the precise color reproduction, the unlimited repeatability is an important aspect too."

If you ask Sebastian Fromm what role digital printing will play in the future, he replies: "Especially with uncoated or natural brown substrates, – mostly produced at the groups' own paper factory – achieving such outstanding quality was simply not possible when using conventional



The KOLB ExoBox blue: "High quality, accurate color reproduction and unlimited repeatability"

printing technologies. Digital printing with an enlarged color space delivers particularly beautiful results," says the Production Manager. Customer communication as well as data preparation are also improved by the digital workflow. Sebastian Fromm is confident that advancing automation will significantly increase process reliability.