

Colour in Use:

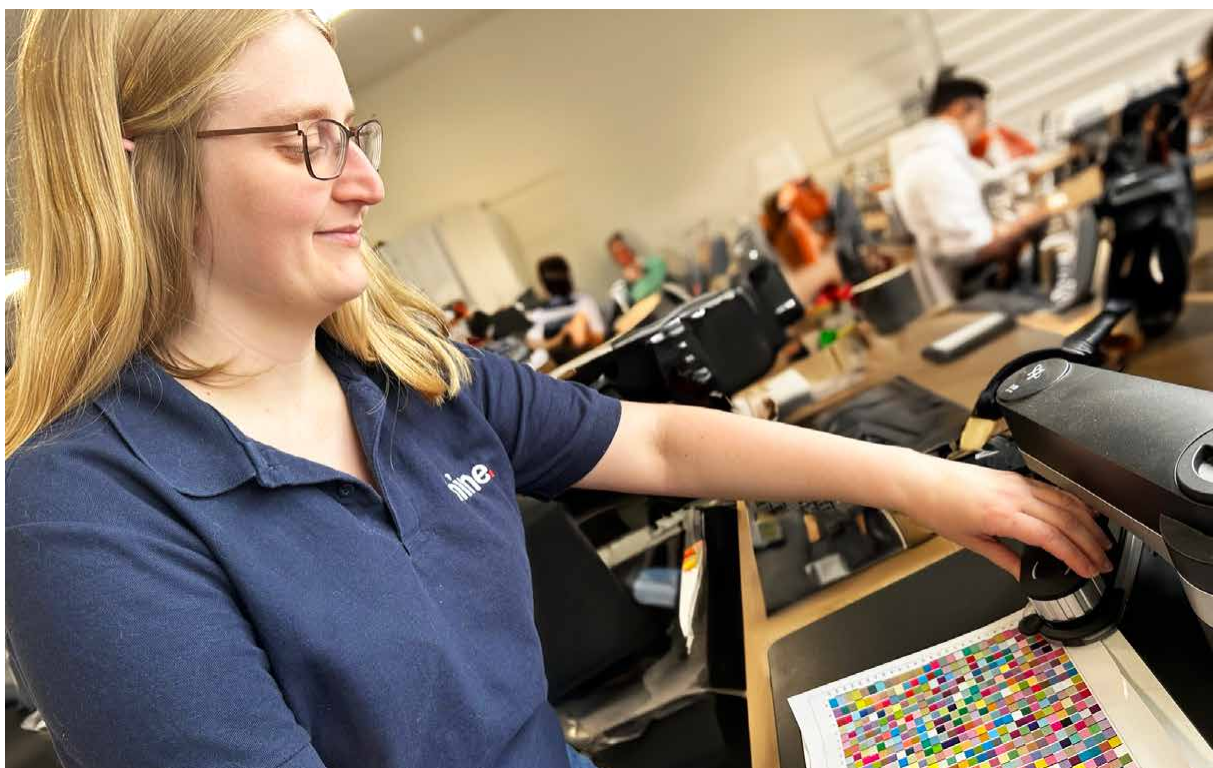
Delivering a robust system where colour is quality-checked at key stages in the printing process



Project: Helping label printers level up their attention to colour management processes and quality inspections

Company: Hine Labels, Rotherham, England

GMG solution: GMG ColorServer, ColorProof, ProofControl, OpenColor



Jasmine Smythe is the new Colour Champion at Hine Labels, a role instigated by the relationship with GMG. She is really pleased with the service provided: "They had a great understanding of what needed to be done, and we soon realised our issues weren't exclusive to Hine."

Rotherham-based Hine Labels have been innovating in the label printing industry, starting with the purchase of a Hot Foil printing machine in 1980 and moving from strength to strength. They were one of the UK's first adopters of digital printing in 2007, and in 2014, they achieved BRC Global Standards for packaging, a globally recognised standard for product safety

and quality. In 2020, a huge factory expansion took place and 2022 brought further advancements in their digital print technology.

Hine's first foray into colour management began 14 years ago. As the company expanded its team and range of services, their colour management systems became



GMG UK's Technical Colour Specialist Martyn Atkinson and Hine Labels' new Colour Champion, Jasmine Smythe. Jasmine worked alongside GMG for the initiation of her new role: "I shadowed GMG's installation rep, Martyn Atkinson, and picked up the technical bits quickly. We have their support desk on call if needed, but we're pretty self-sufficient now."

widely accessible to various staff members, allowing for tweaks and changes to be made downstream. Over time, this became unmanageable and time-consuming, so the new leadership team had a decision to make – 'should we untangle this or find a new solution?'

A clean slate was decided upon, so they chose to replace the whole colour management system and streamline the workflow.

"With GMG, we could get local support instantly"

Anita Hine, Managing Director at Hine Labels

Hine had heard of GMG Color and knew what colour management solutions they needed, so quickly decided to get in touch. Hine wanted a partner who could not only supply them with effective software but also support them through a big system change, putting their minds at ease.

"With GMG, we could get local support instantly. This was a big perk for us, as we were nervous about the large-scale changes we wanted to make to our systems," acknowledges Anita Hine, Managing Director at Hine Labels.

"We had the option of having experts on hand, so we didn't need to become experts ourselves overnight. Since then, we have appointed a Colour Champion internally, with the help of the GMG team. They've really helped us level up our attention to colour management processes, inspect everything and work to robust standards. Our customers are loving it."

Having various digital print technologies in their factory means presses previously weren't always all in the same colour space

Rob Lucas is the Marketing Manager at Hine Labels, but he had experienced the previous colour system when he worked in Prepress. He added, "I understood the issues, so at the top of the agenda with GMG was to have a system where colour was quality-checked at key stages in the production process, but was fundamentally controlled and set by a core team – at Prepress. It had to be locked down."

Having various digital print technologies in their factory means presses previously weren't always all in the same colour space, but with GMG software, that was no longer an issue. It was a big selling point for Hine to have the ability to tell customers just how accurate everything was going to be.

GMG ColorServer was installed in the autumn of 2022, and GMG attended the Hine offices and production facilities for a full week to assist and support this transition period, as well as helping with some last-minute IT upgrades which Hine noticed were needed.

Jasmine Smythe is the new Colour Champion at Hine Labels. She threw herself into the new role: "GMG provided good technical support – they had a great understanding of what needed to be done, and we soon realised our issues weren't exclusive to Hine. I shadowed GMG's installation rep, Martyn Atkinson, and picked up the technical bits quickly. We have their support desk on call if needed, but we're pretty self-sufficient now." Studio Supervisor Manuel Ducoing recalls the transition from old to new, "It was going to be a lot of work, but we were structured in our approach. With a little bit of overtime in the launch week, we kickstarted the

project of converting live jobs for the FOGRA39 standard via GMG ColorServer. Confidence grew when jobs repeated the following month – and they printed the exact same colour and tone.”

Anita Hine reflects, “They gave robust training to our staff in partnership with our press engineers at Screen and HP; the whole team being knowledgeable is really useful to us.”

Paul Williams, GMG’s UK Sales Manager, says Hine Labels are the ideal partner for GMG, with multiple digital and conventional devices. GMG’s ColorServer Multi-Color and colour proofing solution allows them to have single-source automation and streamlined colour management.

“From the initial conversations with CEO Bill and Managing Director Anita, it was clear that they would really benefit from implementing GMG’s colour management. We had an initial fact-finding meeting with their production team, where we discussed and understood their challenges. From this, we suggested moving forward with a proof of concept, and by offering this, GMG were able to show them exactly how they could improve their colour, quality and repeatability.

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Paul Williams, GMG’s UK Sales Manager

The fact that this service was provided free of charge gave them full confidence that we believe in our products. From this point on, they were so enthused about our software, a full installation quickly followed.

Anita and the rest of the Hine team have made a huge difference to their business since the GMG solution was implemented. They use Esko Automation Engine for their production workflow, and as we work very closely with Esko, the whole integration was seamless. The new set up is really working for them – with so many production improvements, it’s great to see how we have been able to help!”

From the prepress studio to production and across line management positions, all of Hine’s staff are onboard. Colour management is no longer a ‘dark art’; it is now a process everybody talks about because it offers so many benefits to Hine and their customers: ink savings, time savings and accurate colour proofing. Even if there is a problem, fault-finding is now much simpler, so issues are ironed out in record time. What could take up to 45 minutes of tweaking files to compensate for colour drifts is now 10 minutes of make-ready time: proof to print check and sign off.

“Colour management is the backbone of Hine Labels’ commitment to delivering exceptional quality”

Rob Lucas, Marketing Manager at Hine Labels

Hine’s Marketing Manager Rob Lucas summarises the need for reliable software, but also the importance of investing in people: “Colour management is the backbone of Hine Labels’ commitment to delivering exceptional quality. We understand that accurate and consistent colours not only enhance visual appeal but also instil confidence in our customers, ensuring that labels stand out and make a lasting impression. Once blockages were cleared, we saw a team who can carry this and own it. By investing in the whole team, we can support each other and our customers, and truly live up to our reputation as ‘The Label Experts.’”