

Color in Use: A Partnership for Precision and Excellence



Project: Sharing the common goal of achieving perfect color representation in print

Company: PDQ Digital Media Solutions, Bungay, Suffolk, England

GMG solution: GMG ColorProof



Ben Dossett, PDQ Managing Director relishes working with GMG: "Together, we are committed to delivering the highest quality proofing solutions, ensuring accuracy and consistency in color reproduction across all print and digital media."

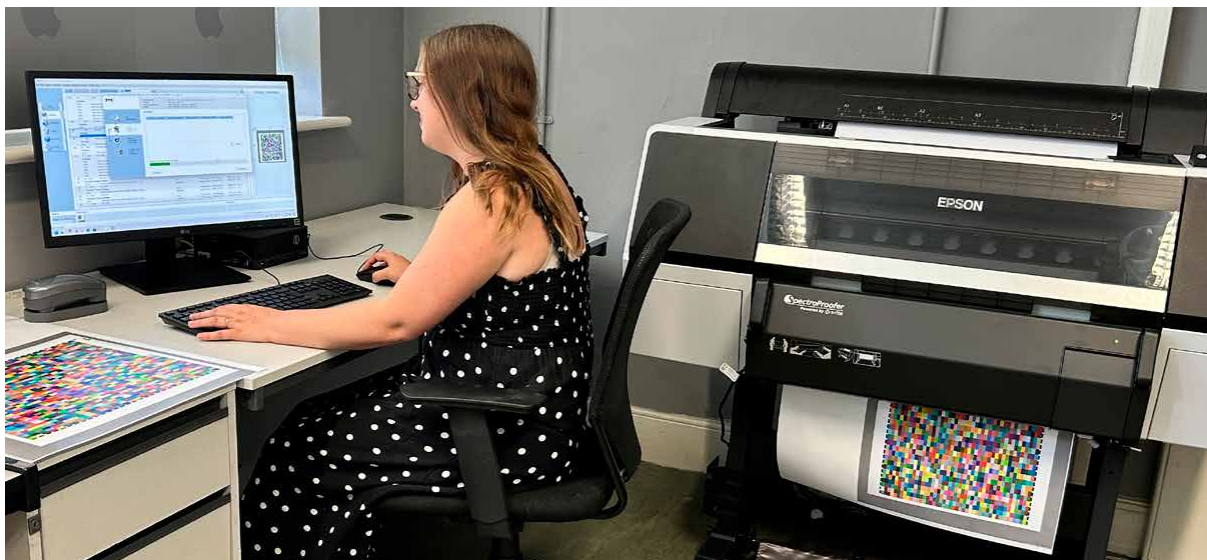
For over a decade, PDQ Media has been a trusted partner of GMG, leveraging GMG ColorProof software to ensure unparalleled color accuracy and consistency in their work. Established over 30 years ago, PDQ is a design studio and repro house located in the beautiful Waveney Valley on the Norfolk/Suffolk border. They work with major global publishers, offering a unique service that includes design, typesetting, illustration, FOGRA-certified proofs, with a comprehensive pre-press suite and a full range of digital services.

PDQ's commitment to maintaining a designer's vision from conception through to proofing and printing is unwavering. During the pandemic though, the industry saw a shift towards PDF proofing in a virtual world. However, PDQ, with their passion for 'proper' proofing solutions, wanted to return to physical proofing, which they believed was essential to achieving the perfect color match.

The company turned again to their like-minded partner, GMG, who shares their view on the importance of consistent colors in graphics and printing. Over the years, GMG has supported PDQ with their industry-leading color management technology, particularly with GMG ColorProof software. This partnership has allowed PDQ Media to deliver high-quality proofs to their clients.

A renewed collaboration

Ben Dossett, Managing Director of PDQ Media, recently announced a renewed collaboration with GMG to offer FOGRA-certified proofing solutions. He stated: "We are thrilled to renew our partnership with GMG, bringing certified proofing solutions to our publishing clients. This partnership combines PDQ Media's design and repro expertise with GMG's cutting-edge color management technology. Together, we are committed to delivering top-quality proofing solutions that guarantee precise and consistent color reproduction across both print and digital media. Our clients can now benefit from improved accuracy, reliability and efficiency in their publishing processes, backed by FOGRA certification standards."



Wearing the GMG badge: with GMG ColorProof, Charlotte Webb, PDQ Account Manager ensures that the colors seen on screen match the final printed product, a critical aspect for their publishing clients.

The benefits of working together

- **Unmatched accuracy and consistency**

With GMG ColorProof, PDQ Media can ensure that the colors seen on screen match the final printed product, a critical aspect for their publishing clients. This consistency builds trust and satisfaction among their clientele.

- **Increased efficiency**

The partnership with GMG has allowed PDQ to streamline their workflow, reducing makeready times and minimizing waste. The precision of GMG ColorProof means better color communication, fewer approval cycles and quicker turnaround times.

- **Quality and trust**

Both PDQ and GMG emphasise quality in their services. This shared value has strengthened the partnership, resulting in PDQ proudly “wearing the GMG badge” safe in the knowledge their customers enjoy a top-notch service.

“It’s always inspiring to see the remarkable work clients produce using GMG ColorProof.”

Rebecca De Rosa, Account Manager at GMG

Rebecca De Rosa, Account Manager at GMG, is thrilled: “Working with PDQ Digital Media Solutions is an absolute pleasure. The team’s dedication to maintaining high standards in color accuracy and their passion for delivering the

best to their customers align perfectly with GMG’s values. It’s always inspiring to see the remarkable work clients produce using GMG ColorProof.” Paul Williams, GMG’s UK Sales Manager, adds: “From the start of our relationship, it has been clear that PDQ Media and GMG shared the common goal of achieving perfect color representation in print. Over the years, our collaboration has grown stronger and it’s great to see how our solutions continue to support the companies’ outstanding work in the publishing industry.”

The partnership between PDQ Media and GMG stands as a testament to the power of shared values and commitment to excellence. With GMG ColorProof, PDQ continues to lead the way in providing superior design and repro services to the world’s leading publishers, ensuring that every printed piece is a true reflection of the designer’s vision. PDQ Media is proud to have a partner like GMG, who shares their dedication to quality and precision in color management. Together, the companies continue to push the boundaries of what’s possible in the world of design and print.

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

For more information on how PDQ Media can help you, visit <https://pdqmedia.co.uk>.