

## Color in Use:

# Siegwerk relies on the precision of GMG ColorCard to produce digital ink drawdowns



**Project:** Switching from analog processes to digitally-created ink drawdowns

**Company:** Siegwerk Druckfarben AG & Co. KGaA

**GMG solution:** GMG ColorCard



Digitally-created ink drawdowns at Siegwerk. Pietro Torsiello, Melanie Frey and Karima Belkasm (from left) are as excited as their clients are.

**Siegwerk, a sixth-generation family-owned company, is one of the leading international manufacturers of printing inks, coatings and individual solutions for packaging, labels, and catalogs. The fact that innovative processes are part of the long-standing success story is also reflected in the decision to switch from analog to digitally-created ink drawdowns with GMG ColorCard.**

When looking at the work done in the color department – for example, at the Siegwerk factory in Büdingen – it becomes clear that one thing counts above everything else: precision. The team of colorists creates recipes for brand and spot colors that must correspond exactly to the respective specifications. A trained eye is just as much part of the basic equipment as digital measurement technology. Color cards are the binding reference for inks developed by the Siegwerk ink specialists; they accompany the job on press and are the agreed target to match between clients and printers.



**Jens Zehnder, Developer at GMG, about the simple and consistent repeatability of GMG ColorCard:**  
“... and they all look identical.”



**It only takes three steps to digital ink drawdowns: import the ink recipes data, select the target substrate and further options, print out as many color cards as you need.**

**Jens Zehnder, Print Engineer and Developer at GMG, is still amazed today:** “It’s hard to believe that this important medium was still being produced manually until recently. The color card is the central tool for color communication, especially for brands in packaging printing. The color card is the common reference that everyone involved in the process has approved. For example, if you want to create cards for ten contacts, our solution can do it in just a few minutes – and they all look identical. This level of accuracy used to be virtually impossible to achieve and the manual process was extremely time-consuming.”

**Melanie Frey is Regional Application Technology Manager at Siegwirk and oversaw the implementation of GMG ColorCard at the Büdingen site.** She confirms: “GMG ColorCard is definitely an added value to our customers. The manual process is very time-consuming and when it comes to consistency, it often proves very challenging. Printing a larger area with identical ink coverage requires a great deal of skill. With the digitally-created color references, our customers get maximum precision in seconds.”

**At Siegwirk, the introduction of GMG ColorCard is also part of a global sustainability strategy to reduce environmental pollution and increase resource efficiency.** Reducing waste is a huge topic in all business areas. Therefore, the aim is to switch to digitally-created color cards at other locations too and to offer customers

the advantages of GMG ColorCard. The digital solution is currently being implemented in England, with other Siegwirk locations waiting to follow. They are all eagerly following the developments, receiving regular updates and reports.

The technical implementation itself is comparatively simple. The hardware, such as printers and computers, are often already available, and the software is straightforward to use thanks to its intuitive user interface. The data of existing ink recipes is imported, the substrate is selected, and the appropriate layout is chosen. Of particular interest here is the possibility of depicting defined tolerances in addition to the actual reference color.

**“The response from our customers is consistently positive,”** summarizes Melanie Frey and adds: “digitally-created cards not only look better and are more efficient, they also have a clear advantage in the long run: the lightfastness of the digitally-printed color is significantly higher compared to the analog version.”