Color in Use:
Spot color proofing at Janoschka with GMG OpenColor

Project: Spot color proofing for a wide range of packaging and labels printed using flexo and gravure printing technologies, **Company:** Janoschka Germany, Ismaning premises, **GMG solution:** GMG OpenColor

During his discussions with printing companies, Rainer Geiger, Managing Director of Janoschka Germany, is often asked, "How can we improve the proof quality of spot colors in challenging print designs and achieve a better match between the proof and the final print?"

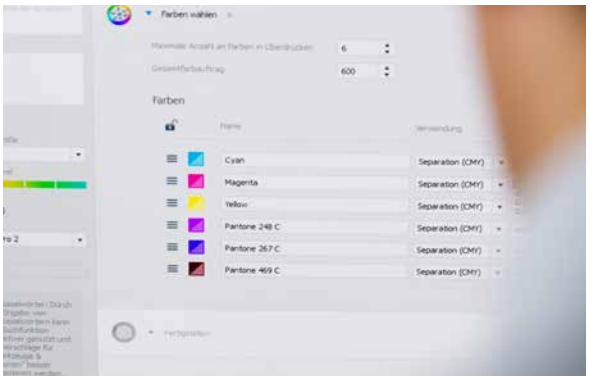
Flexographic and gravure printing companies are important customers for Mr. Geiger, and they regularly meet to discuss the latest trends in the market. In addition to printing firms, Janoschka's client base also includes renowned brand owners, who benefit from the company's expertise and years of experience in central repro and printing plate production.

Print designs with spot colors are common-place for the company and its customers and present special challenges on a regular basis. These jobs cover a wide range of packaging and labels, including cleaning products, household items, foodstuffs, and cigarettes, and are printed using flexo and gravure printing technologies. But back to the original question... Specific challenges arise during proofing when spot colors are components of an image, for example, or the packaging design involves processes for overprinting spot colors. It was when one of its printing partners was increasingly coming up against such challenges that Janoschka decided to try out the GMG OpenColor software in the summer of 2014.

Because Janoschka had been creating all of its proofs using GMG ColorProof and Epson Printers for a number of years, it made total sense to evaluate the GMG OpenColor extension for use with challenging print designs involving spot colors.

In conjunction with the printing firm's technical manager, the color management specialists analyzed the structure

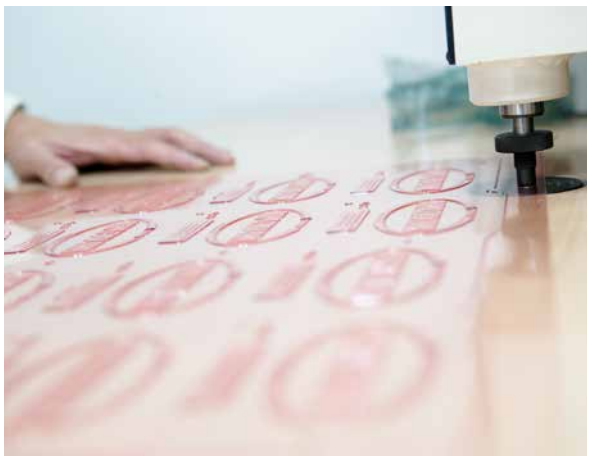
Seamless interaction: precise calculation with GMG OpenColor – accurate output with GMG ColorProof



100% control – even for challenging motives with spot colors

of the job and discussed the approach needed in generating the color profiles. Based on the most frequently used spot colors, they decided to create two fingerprints using CMYK and multiple spot colors, which were produced using special multicolor test charts. Additional spot colors were added based on specific data from production print samples.

The test was a complete success. All of those involved were delighted by the close match between the digital



Offset, Flexo, Gravure – all process relevant parameters are stored in the database of GMG OpenColor

Rainer Geiger, Managing Director, Janoschka Germany

proof and final print that was achieved using GMG's technology. Since then, Janoschka has been able to convince other customers, too, about the advantages of OpenColor and as a result is now using OpenColor with a large portfolio of substrates, printing machines, and spot colors.

Further challenges lie in the complex nature of flexographic printing. In addition to the role played by the substrate and printing machine, print color quality is also critically influenced by the Anilox rollers and printing plates used – including the grid system (HD Flexo being a hot topic). This is where the OpenColor database structure comes into its own, as colorimetric data and profiles can be supplemented with additional information that enables them to be specifically selected later on.

Since the test, a variety of color profiles have been saved in the OpenColor database, with more being added every week as a result of the systematic evaluation of control strips from production print runs.

"All of our partners have been delighted with the proof qualities obtained using GMG OpenColor and the final print colors achieved. We are now including more and more printing companies and substrates in the workflow – a result that speaks for itself."

Rainer Geiger, Managing Director, Janoschka Germany

GMG GmbH & Co. KG
Moempelgarder Weg 10, 72072 Tuebingen, Germany
T: +49 (0) 7071 93874-0, F: +49 (0) 7071 93874-22
info@gmgcolor.com, www.gmgcolor.com