

MCM Nägele: Accurate Spot Color Simulation



Project: Ultra-rapid color-accurate spot color proofs for the packaging print sector, **Company:** MCM Nägele GmbH & Co. Digital Repro KG, Kempten, Germany, **GMG solution:** GMG OpenColor with DotProof option



Headquarter of MCM NÄGELE GmbH & Co. DIGITAL Repro KG in Kempten

As a GMG client, MCM Nägele GmbH & Co. Digital Repro KG is in an enviable position. It works with almost all of the printing houses that serve the packaging and commercial sectors across the Allgäu region and the rest of southern Germany. Furthermore, it is active in both the flexo and offset segments. The family-owned business is based in the town of Kempten, where it creates repros and high-quality printing plates for the packaging used by leading food and drink brands. MCM Nägele relies on GMG OpenColor to ensure that their clients' spot colors are printed accurately, time after time.

Since it was founded over 40 years ago, MCM Nägele GmbH & Co. Digital Repro KG has grown into a profes-

sional prepress operation that now employs 20 people. The Kempten-based packaging specialist prides itself on its top-quality services, state-of-the-art equipment, and high levels of flexibility.

„It's remarkable how GMG OpenColor generates maximum outputs from minimal inputs within a very short time.“

Michael Guggemos

In the packaging field, in particular, stable and accurate color results are essential, as brands differentiate themselves from other manufacturers on the basis of their unique designs, high quality product pictures and their

specific brand colors. Any spot colors must therefore be accurately represented at the proofing stage, including in cases where overprinting is used. That's why MCM Nägele has long relied on GMG's solutions and has consistently remained open to adopting new solutions offered by the Tübingen-based specialist in high-end color management. Recently, for example, the company decided to start using GMG's new multicolor profiling application, GMG OpenColor, and was also closely involved as a beta tester in the development of the new GMG DotProof halftone proofing solution.



Michael Guggemos,
Head of Colormanagement
at MCM Nägele

Previously, a good many manual adjustments had to be made to the clients' specific color profiles in cases where the print data needed to be modified. Since May 2016, however, such problems have become a thing of the past at MCM Nägele. Thanks to GMG OpenColor, complete color profiles can now be created in an instant, while even overprinted spot colors can be simulated at color-accurate one-to-one quality levels. GMG DotProof also expands the functionality of GMG OpenColor and imitates the microdots used in flexo printing.

„By using GMG OpenColor, we save a massive amount of time. We can now complete processes that used to take several hours in significantly shorter timescales.“

Michael Guggemos

The intuitive user interface is just one of the reasons why things happen more quickly using GMG OpenColor. Time

savings also result from the way the solution allows proofs to be produced in a single process. Michael Guggemos, Head of Color Management at MCM Nägele has identified a further benefit of GMG OpenColor: „We are no longer restricted to working exclusively with static spot color databases. Now we can also set up our own customer-specific databases.“ The company is working on calibrating all of their profiles using GMG OpenColor going forward.

Because of the clear increases in efficiency and output quality achieved, MCM Nägele GmbH & Co. Digital Repro KG is also on the right track financially: „I'm sure our investment will pay for itself over time, not least thanks to the time savings involved,“ explains Michael Guggemos. For MCM Nägele, however, the technical aspects were not the only important factors: „For us, cooperation is vital, whether with the project managers or the support team. The overall package simply has to be right. And with GMG,“ Michael Guggemos concludes, „everything has always worked perfectly.“

**Custom color libraries
can be easily set up in
GMG OpenColor**

