

Contact

Alan Dresch +44 (0) 7951 883608
alandresch@mellowcolour.com

Sarah Weightman - +44(0) 7747 484938
sarah@glowcreative.co.uk

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Mellow Colour Partners Gekko Successfully Implementing Colour Standards

German based Gekko Brand Services have completed their first ISO 12647 implementation using the popular Mellow Colour PrintSpec software after partnering with Mellow Colour following a meeting at Drupa.

Gekko and Mellow Colour's shared attitude towards continuous improvement in colour critical printing and standardisation has proven to be a positive match in the German printing arena.

Gekko's first customer, Cinram, have implemented the PrintSpec system, undertaken training and gave a very positive echo about their experience. All the staff involved are very enthusiastic about the quality assurance aspects and can see the major benefits in gaining control over colour in the production process.

PrintSpec allows Printers to generate comprehensive pass/fail reports generated from the small PrintSpec strip placed along with production CMYK printed work.

PrintSpec users, such as Cinram will benefit from an efficient workflow, reduced waste and streamlined communications. The PrintSpec report is a benchmark that everyone can refer to when addressing colour quality issues. PrintSpec is now available in German.

Cinram will also be able to control colour even when the print is outsourced, by insisting their Printers also use the PrintSpec system.

Alan Dresch, Director of Mellow Colour said, "We are pleased to have Gekko representing the Mellow Colour products in Germany. Having spent time with the Gekko team delivering training, it is clear they are committed to colour quality management in print."

GEKKO Brand Services will take care of business in the West of Germany and are seen by Mellow Colour as an important partner in its plan to ensure ongoing conformity to ISO 12647 in the German printing market which is the largest in Europe.

For more information on GEKKO please visit:

www.gekko-gmbh.com

For more information please visit:

www.mellowcolour.com