

PRESS RELEASE

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hubergroup extends its colour management system HDCC with digital print folders

In commercial and packaging printing, colour accuracy, speed, and cost-effective production are decisive. To enable customers an even more efficient production with 100% colour accuracy, hubergroup Print Solutions is now launching digital print folders based on the technology of GMG ColorCard. Thanks to the complete integration into the company's colour management system HDCC, hubergroup offers a fully automated digital print folder communication. At the same time, the printing ink specialist remains true to its proven benchmarks such as the reliable quality verification process and the print folder layout, which is characterised by its detailed information.

Efficient colour management

The already established system HDCC ("hubergroup Digital Colour Communication") serves as the basis for hubergroup's digital colour communication. The patented system does not only store colour and recipe data, but also takes existing data into account and prevents duplications. This avoids multiple elaborations of the same colour. Additionally, HDCC features a quality control process relying on digitally stored master colour data as well as highly stable standard paper. Patrick Hübel, Head of Colour Service Europe at hubergroup, explains: "HDCC is a standardisation programme with which we ensure that our customers receive exactly the colour they want – all over the world. This is possible because all locations have access to the same, verified information."

Reliable, fast, detailed

As an extension to HDCC, hubergroup now integrates digital print folders which allow faster, location-independent, and therefore cost-effective processing. "Our tests showed that our digital print folders are very convincing in terms of colour accuracy, reproducibility, and lightfastness – and we can process them more efficiently than their analogue predecessor. This allows a faster production and more flexibility for our customers," reports Heinz Aumüller, responsible for Prepress and Process Standardisation at hubergroup. "The digital print folder is fully integrated into our in-house developed colour management system HDCC. Therefore, it is verified based on the final physical match and follows the same verification rules as the analogue print folder to guarantee the high-quality criteria our customers expect from us."

About hubergroup

hubergroup is a family business based in southern Germany with a 255-year history. The Print Solutions division produces and sells printing inks and printing aids for packaging printing and commercial printing. The security inks segment for international banknote and identity document producers is covered by the subsidiary Gleitsmann Security-Inks. The Chemicals Division markets raw materials such as pigments, resins and additives produced in India.

The company has always been focused on customer success. That is why hubergroup works on innovative solutions, technologies and services every day in order to optimise the value creation in the printing and chemistry industry and to allow their customers to achieve first-class results. In 2020, hubergroup generated an annual turnover of about €644 million and currently employs approximately 3,500 employees worldwide in over 30 countries.

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