

# Color in Use: Flexible Packaging Demands Flexible Solutions



**Project:** Reliable proofs without limit of only four colors, **Company:** Huhtamaki Flexible Packaging GmbH & Co. KG, **GMG solution:** GMG OpenColor

A small town in Bavaria's Allgäu district - Ronsberg - is home to one of Europe's leading producers of flexible packaging: Huhtamaki Flexible Packaging GmbH & Co. KG. Its Finnish parent company, Huhtamaki, develops innovative packaging concepts for the food and drink industry.

Huhtamaki Ronsberg is their largest global site and together with the production facilities in Tortona, Italy and Prague, Czech the division Flexible Packaging Europe is formed. In its idyllic setting in the Allgäu region, the Huhtamaki Ronsberg plant makes a striking impression with its state-of-the-art equipment, which covers activities from the print preview stage to printing plate manufacture and production. Notably, the company operates one of the most modern cylinder production facilities in Europe and they have developed a reputation as a leading third party dealer.

*"We used to say that for a profile you'd need three or four working days. Nowadays, most of the time is spent on the running of the measuring device. The calculation only takes a few minutes."*

Michael Jehl, Project Manager at Huhtamaki, Ronsberg

While packaging printing is a complex field in itself, their real expertise lies in the most complex sub-category – packaging-specific gravure printing. Huhtamaki Ronsberg is an unrivaled master in the field and is well respected amongst its customers, including the many household brands that it assists on a daily basis. The Ritter Sport chocolate range, Whiskas cat food, and Knorr ready meals all rely on the company for their packaging requirements. Huhtamaki is a world leader in producing Tube



Many prestigious brands rely on Huhtamaki for their specific packaging requirements

Laminate, around one in three tubes comes from Huhtamaki according to Michael Jehl, project manager at Ronsberg.

When it comes to working with so many household names, expectations are extremely high, meaning that quality levels need to be significantly higher than those offered by any competitors. To ensure that its clients are always guaranteed top print quality, the Ronsberg plant utilizes GMG's software solutions. Huhtamaki and GMG, in fact, have been cooperating closely since the 1980's in a partnership defined by innovation and mutual trust. The packaging specialist took part in the beta tests of GMG OpenColor as early as 2012 and has actively contributed to the ongoing development of the software. Since that time, Huhtamaki has been making constant use of GMG OpenColor alongside GMG ColorProof and GMG ColorServer solutions.

Jehl recalls the time before GMG OpenColor only too well: "The customers would be sent the proof to sign off,



Achieving global and material-independent color consistency is absolutely vital - not only for major brands

*“Until now we were restricted to CMYK or four-color profiles. Now, however, we can extend to five, six, seven, or more colors.”*

**Michael Jehl, Project Manager at Huhtamaki, Ronsberg**

printing would then take place and suddenly it looked different.” This sometimes caused so much of a problem that a completely new cylinder would have needed to be made and everything had to be manually corrected. The repeated cylinder production cost the business both a great deal of money and precious time.

The use of GMG OpenColor has not only led to a more efficient workflow but it has also helped to achieve significantly better quality standards. “With the old software, we had to make lots of manual corrections and print off lots of proofs manually. With GMG OpenColor, that’s no longer necessary,” says Jehl. Achieving global and material-independent color consistency is absolutely vital, particularly in packaging printing for major brands, as the clients are meticulous about their very specific design requirements and brand colors.



**Michael Jehl, Project Manager Technical Development:**  
“GMG OpenColor makes our lives easier.”

“When overprinting spot colors with the CMYK system, the old software produced unreliable results. We had difficulties with these at the print stage, which involved a great many adjustments and compromises. Now, right at the proofing stage we can see much more clearly how the final print will look later on.” Alongside the improvements in quality, GMG OpenColor is no longer subject to the traditional limit of only four colors, resulting in a major advance for packaging printing.

The main advantage for Jehl is that with GMG OpenColor they save on the press proof and outputting, and they have a closer match to the proof. “Making for a happy customer each and every time.” And that, of course, is what ultimately counts.

Jehl summarizes his happy experience with GMG OpenColor in one simple sentence: “GMG OpenColor makes our lives easier.” Let’s face it, who doesn’t want that!