



# Ghent Workgroup

Best Practices for Publishing and Packaging Workflows

[www.gwg.org](http://www.gwg.org)

Collaborating to advance  
**the print, publishing and packaging industries**



## A PREMIERE GRAPHIC ARTS THINK-TANK



- > Identify issues, share ideas and create solutions
- > Unify and standardize PDF creation and preflight settings
- > Find better ways to process and exchange graphic arts files
- > Stay on top of new innovations and technologies

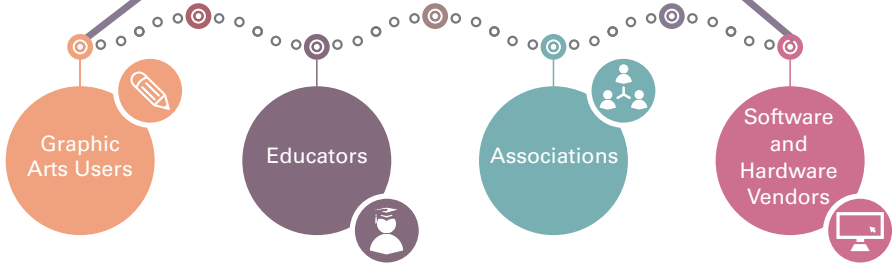




# Ghent Workgroup

**An International Organization**  
Founded in **2002**  
in Ghent, Belgium

## Our MEMBERS include



## What the Ghent Workgroup can do for you



### As an Association

- > Provide your members with insight into the future developments
- > Distribute the GWG tools to your members free of charge
- > Promote communication between vendors and end-users
- > Influence standardization in the industry

### As a Vendor

- > Influence specifications within your industry
- > Access knowledge and consensus from international users
- > Be the first to implement solutions in your own software
- > Influence standardization in the industry

### As an Industry member

- > Influence specifications within your industry
- > Talk directly with knowledgeable vendor representatives
- > Share and learn from others to improve your business
- > Define and use the tools the GWG creates

### As an Educational Institution

- > Be a technology and knowledge leader
- > Witness practical implementations
- > Contribute real life examples to students
- > Develop relevant and timely curriculum
- > Collaborate on and drive research

*"Your membership puts you at the leading edge: you actually help develop, create and form a lot of what happens as we move forward."*

Dave Zwang, Ghent Workgroup

*"For EFI the benefit is really that Ghent Workgroup has always worked from inside the industry and has taken the advice from the industry. We want to use that knowledge to create solutions that are usable for the market and our customers."*

Elli Cloots, EFI