NEWS RELEASE

10 things you do with PDF, but shouldn't

GHENT, BELGIUM – 4 June 2020 – The Ghent Workgroup (GWG) today announces a new free webinar. While all of us work with PDF on a daily basis in graphic arts, there are still things we do that we really shouldn't. Sometimes that can't be helped, sometimes there are better alternatives. In all cases, knowing the potential problems may save lots of trouble.

PDF is of course an ideal format for use in graphic arts. Even more so if standards, such as those from the ISO or GWG are used. But as anything, PDF comes with its share of risks, and things you should not do. In this webinar we have selected 10 pitfalls while dealing with PDF. For each you'll learn why it is done, what the risks involved are and whether there aren't any better ways of obtaining the same effect.

"This webinar is not about berating anybody about what they are doing in their workflow," comment the presenters: "but it is important that people realize the risks they are taking in some cases. Understanding risks is key in keeping them under control.". The webinar will touch on color management issues, issues with specific tools, transparency and font issues, and more. And of course, there will be room to ask your own questions.

Presenters

This webinar will be presented by David van Driessche and Christian Blaise. Combined they bring over 50 years of experience working with PDF, automation, workflow and many more arcane subjects.

David is the Executive Director of the GWG and co-chair of the Specification subcommittee. In his professional life, he's also CTO of Four Pees, a Belgian value-added distributor for the graphic arts market.

Christian is the Marketing Officer of the GWG and co-chair of the packaging subcommittee. Next to that Christian founded agileStreams, a consultancy in graphic arts built on years of experience of working with brand-owners and printers.

Registering for the webinar – seats are limited!

The Ghent Workgroup will use GoToWebinar to host this webinar. In order to join, please reserve your place using the following link:

https://attendee.gotowebinar.com/register/7363448469923261712

About Ghent Workgroup

The Ghent Workgroup, formed in June 2002, is an international assembly of industry associations, suppliers, educators and industry members from around the globe. The Ghent Workgroup's objective is to establish and disseminate process specifications for best practices in graphic arts workflows.

Since its inception more than fifteen years ago, the organization has consistently produced numerous process specifications for PDF exchange, as well as developing useful tools for automating processes and testing and establishing consistent PDFs for print and publishing – all available free at www.gwg.org.

Members are comprised of graphic arts associations including CIP4 (Switzerland), KVGO (the Netherlands), Febelgra (Belgium), Fespa (UK), Medibel+ (Belgium), PDFX-ready (Switzerland), Printing United Alliance (USA), and VIGC (Belgium). Vendor members include Agfa, callas software, Canon, CHILI publish, DALIM Software, EFI, Enfocus, EngView Systems, Esko, Global Graphics, Heidelberg, HYBRID Software, Kodak, Quark, Ricoh and Ultimate Technographics.

Industry members are agileStreams, Igepa Sagamgraphic, JP/Politikens Hus, Litografia Rosés, Prinovis and RRD. Educational members are Media University Stuttgart, Ryerson University, the University of Ljubljana, the University of Novi Sad and the University of Wuppertal.

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