

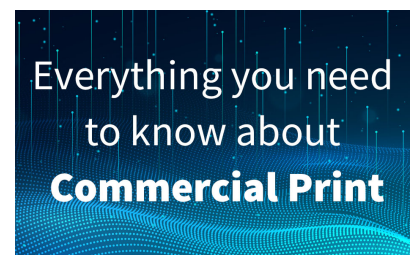
## NEWS RELEASE

# Ghent Workgroup creates dedicated Commercial Print landing page

**GHENT, BELGIUM – 24 March 2020 – The Ghent Workgroup (GWG) today announces a new Commercial Print landing page on the [gwg.org](https://www.gwg.org) web site. This area consolidates all relevant information for creatives, publishers and printers dealing with advertisements and commercial print work.**

The Ghent Workgroup was started as far back as 2002 when it became necessary to define PDF standards, mostly for the exchange of advertisements, and because PDF was used more and more in the commercial print sector. “This is where the roots of the GWG lie,” says Christian Blaise, Marketing Officer of the Ghent Workgroup and Founder & CEO at agileStreams, “Over the years we’ve developed lots of documentation and tools for creatives, publishers and printers, and we wanted to make it easier for people to find those”.

The new area on the website (<https://www.gwg.org/commercial-print/>) contains lots of interesting information, all of which is available free of charge (as everything on the Ghent Workgroup web site).



### **Application Settings**

The Application Settings area provides PDF creation settings for design applications and preflight profiles for preflight applications and workflow tools. They help to create the best possible PDF file, or to check that PDF files are production-ready.

### **Webinar recording**

A PDF & PDF/X webinar recording provides a quick introduction into the Ghent Workgroup, the PDF/X ISO standard and the Ghent Workgroup specifications built on that ISO standard. There is of course a much wider range of recordings available on the Ghent Workgroup website ([www.gwg.org/watch-gwg-webinar/](http://www.gwg.org/watch-gwg-webinar/)) on topics such as color, packaging, digital print, sign & display.

### **PDF/X Workflow Guide**

The “PDF/X Workflow Guide” is a comprehensive user guide explaining which Ghent Workgroup specifications exist and what the difference between them are. The document also contains plenty of highly practical information if you need to create good PDF documents.

### **Ghent Output Suite**

The Ghent Output Suite focuses on making sure that your software or hardware is capable up to the task of correctly displaying or outputting PDF files. In this area you’ll also find guidelines on how to configure software or workflows in order to handle modern PDF files correctly.

### **The technical specification**

For software or hardware developers, there is also a link to the technical documents describing the actual Ghent Workgroup specifications. Naturally the content of these is highly technical and not intended for a broad audience.

### **About Ghent Workgroup**

The Ghent Workgroup, founded 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 specifications for PDF exchange, developed useful tools for automating processes, testing workflows, and to established consistent PDF files for print and publishing – all available free at [www.gwg.org](http://www.gwg.org).

Members are comprised of graphic arts associations including CIP4 (Switzerland), CMBO (the Netherlands), Febelgra (Belgium), Fespa (UK), Medibel+ (Belgium), PDFX-ready (Switzerland), Printing Industries of America (USA), and VIGC (Belgium). Vendor members include Adobe, Agfa, callas software, CHILI publish, DALIM Software, EFI, Enfocus, EngView Systems, Esko, Global Graphics, Heidelberg, HYBRID Software, Kodak, Océ, Quark, Ricoh, Ultimate Technographics, and Xerox IMPIKA. Industry members are agileStreams, Igepa Sagamgraphic, JP/Politikendus, Litografia Rosés, Pragmeta, 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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