

## NEWS RELEASE

# The Ghent Workgroup is delighted to welcome new member ybam, a French company specializing in consulting, auditing and services in the digital production print industry.

**GHENT, BELGIUM – 15 September 2020 – Ghent Workgroup – an international organization that brings industry experts from around the world together to build specifications and best practices for publishing, print, and packaging workflows – is happy to announce that ybam has now become an industry member and will help contribute towards global outreach and standardization.**

### **ybam offers strategic advice, trainings and integration solutions**

With 25 years of experience, ybam accompanies its customers through the printing and graphic arts projects. A production workflow from the creation to the finishing of the documents through colorimetry and printing quality, is a set of complex complicated steps with important significant economic stakes.



The expertise ybam offers includes a wide range of services from strategic consulting in technology choices, assisting with strategic positioning, process development, to technology watch on marketing trends and organizing training. This allows its customers to achieve their goals and to develop growth within their market.

Founder and CEO, Yves Bougardier, has over 25 years of experience in production digital printing at IBM, Infoprint Solutions, Dataone and IMPIKA (XEROX group). Yves created the ybam company in order to make his experience available.

Yves says: *“it is essential for ybam to join the GWG from its inception. Our role as professionals is to write specifications that meet the needs of our customers, to teach and to bring them in line with market standards, which are the gwg core values.”*

Yves has previously been member of the Ghent Workgroup representing IMPIKA XEROX and was a member of the AFP consortium that sets the standards used in the print industry.

David Zwang, Chairman, Ghent Workgroup: *“The GWG is very happy to have ybam as a new member and Yves along with his rich experience back to work with us to create standardized best practice solutions to help the industry in its continued journey toward Industry 4.0.”*

More information: [www.ybam.tech](http://www.ybam.tech)

### **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](http://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, RRD

and ybam. Educational members are Future Schoolz India, Media University Stuttgart, Ryerson University, the University of Ljubljana, the University of Novi Sad and the University of Wuppertal.

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