

## NEWS RELEASE

# Ghent Workgroup continues to educate the graphic arts market as it announces 4 new free webinars.

**GHENT, BELGIUM – October 13<sup>th</sup>, 2020 – The Ghent Workgroup (GWG) proudly announces 4 additional new webinars that will be presented by industry experts with many years of experience in their respective fields. More information about the webinars is available on the GWG website at: [www.gwg.org/gwg-webinars](http://www.gwg.org/gwg-webinars)**

The first ‘color webinar’ will take place on October 29<sup>th</sup> at 4pm CET / 10 am (ET) and will cover those things that prevent you from meeting your color reproduction expectations.

Whether you are producing a creative marketing piece or high-profile packaging, getting color output aligned with your own or your client’s expectations should be easy, but there are many variables that can prevent that from happening. Many times, the intended output is not reflected in the settings used or applied to create the PDF file for print, which can cause confusion and possible production delays. The GWG provides great white papers and recommended setting files, but creative applications such as InDesign, Illustrator and Photoshop have some confusing settings that can even appear to contradict each other.

In this webinar, we will take a look at some of the more problematic issues of color reproduction and how to anticipate and avoid them.

This webinar will be presented by David Zwang analyst, process consultant and GWG Chairman, and Steven Carter consultant, member of several ISO TC130 workgroups dealing with PDF, and GWG Co-chair of the Packaging Subcommittee.

## Dates for the upcoming webinars

This is an overview of the upcoming webinars. More information about these webinars, can be found on [www.gwg.org/gwg-webinars](http://www.gwg.org/gwg-webinars).



### Color Webinar

Presented by:

- David Zwang
- Steve Carter

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### Creating files from 'non-designer' applications

Presented by:

- Carl Van Rooy
- Koen Degrande

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### Creating files from designer applications

Presented by:

- Carl Van Rooy
- Koen Degrande

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### What profile should I use and what are the differences?

(PDF/X-1a, PDF/X-4, 1v4, 2012, 2015)

Presented by:

- David van Driessche
- Christian Blaise

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All webinars are recorded and made available on [GWG's website](http://www.gwg.org) and on [GWG's YouTube channel](#).

Make sure to subscribe to the Ghent Workgroup channel to make sure you don't miss anything.

## About Ghent Workgroup

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

Since its inception more than fifteen years ago, the organization has consistently developed numerous process specifications for PDF exchange, as well as developing useful tools for automating processes and testing and creating consistent PDFs for print and publishing – all available free of charge at [www.gwg.org](http://www.gwg.org).

The members are comprised of graphic arts associations including CIP4 (Switzerland), KVG0 (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, Universiti Teknologi MARA, the University of Novi Sad and the University of Wuppertal.

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