

NEWS RELEASE

Artoption becomes latest industry member of Ghent Workgroup

GHENT, BELGIUM – 13 July 2021 – The Ghent Workgroup (GWG) is pleased to announce that Artoption has joined as its latest new industry member. Artoption is a German based company located in Stuttgart, specialized in the development, production, and distribution of software solutions for the print and publishing industry.

Since its inception in 2016, Artoption has not only been developing and distributing software solutions in the field of industrial production processes but has also been consulting in the development and use of software and hardware solutions. Furthermore, they develop PFD workflows based on Enfocus SWITCH such as 3CPDF.

3CPDF is an application that can check and correct your PDF print data in the cloud and is not only device- but also platform-independent. It helps to create a printable PDF file without needing any expertise. CEO of Artoption, Dirk Simanek has more than 20 years of experience as a SWITCH integrator and consultant to the print industry.

Dirk Simanek states: *“To be successful in a print production environment, workflows and especially production must be automated. One of GWG's strengths is to take direct input from print industry professionals and to integrate and develop this knowledge when developing specifications or standards. Because what we all have in common is that only print data that meets the specifications can lead to optimal print results and thus to satisfied customers. We are proud to be a member of the Ghent Workgroup and look forward to the exchange.”*

“As PDF continues to provide an important document exchange format for print and packaging design and production, having companies like Artoption as a member of the GWG and developing new tools to support those efforts is critical. We welcome Artoption and look forward to their valued participation”, stated David Zwang GWG Chair.

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 almost 20 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, publishing and packaging production – 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, DALIM Software, EFI, Enfocus, Esko, Global Graphics, Heidelberg, HYBRID Software, Kodak, Ricoh, Tech Research (TagG) and Ultimate Technographics. Industry members are Artoption, Four Pees, Igepa Sagamgraphic, JP/Politikens Hus, Litografia Rosés, Prinovis, RRD and ybam. Educational members are Arteveldehogeschool Gent, CEC LATAM, Future Schoolz India, Government Institute of Printing Mumbai (GIPT), Media University Stuttgart, Ryerson University, the University of Ljubljana, the University of Novi Sad, Universiti Teknologi MARA (UiTM), The Regional Institute of Printing Technology Kolkata and the University of Wuppertal.

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