

## NEWS RELEASE

### MIS vendor Dataline joins the Ghent Workgroup

GHENT, BELGIUM – March 4, 2025—The Ghent Workgroup (GWG) today announced that Dataline, the creator of the innovative MIS/ERP solution MultiPress, has joined as a vendor member. Dataline’s solutions are at the heart of the workflow for over 1,000 print media companies throughout Europe. Their emphasis on automation, process optimization, and the necessary standardization to accomplish those makes them an ideal partner for the GWG. Dataline already implements a GWG-compliant quality control solution and aims at furthering the reach of standardization within their products.

Dirk Deroo, CEO and founder of [Dataline](#), explains: “MultiPress, our MIS/ERP solution, already implemented quality control for PDF files quite some time ago. Its Check & Repair functionality conforms to the GWG specifications. The inspection of those PDF files allows us to complete technical information about the order. As a member of the GWG, Dataline wants to contribute to the development of Intent Preflight and Processing Steps, which will allow us to check significantly more production specifications.”

Intent preflight is the process of using information about a customer’s order (such as the number of pages, colors, sizes, etc.) to check the technical characteristics of the PDF submitted for that order. It is crucial to ensure that orders can be produced as desired and that no discrepancies exist. While the GWG has historically focused more on technical preflight, the specification subcommittee is now also looking at standardizing intent preflight.

“Having the active support of vendors while we discuss existing specifications and how we can expand those into additional areas of the workflow is crucial,” comments David Zwang, Chair of the GWG. “The adoption of standards is even more important than their creation. Dataline’s joining the GWG provides us with active input from a major MIS/ERP vendor, which is essential to ensure that quality control can be performed as early in the process as possible, taking all metadata from the order into account.”

“Gaining time and establishing higher efficiency in managing print orders has always been key to our MIS,” continues Dirk Deroo. “As MultiPress manages all the information about orders and the products involved, conducting quality control well before entering prepress or production is ideal. Detecting potential problems early saves time and, therefore, money. Our membership in the GWG allows us to enhance this vision and its practical implementation in MultiPress.”

*Peter Claes, who recently joined Dataline, will lead the GWG initiative at Dataline. This includes the business of MIS-related PDF services to Dataline customers.*



### **About Dataline**

*Dataline understands what print media companies need to streamline their processes, automate workflows, and increase profitability. Their high-quality MIS/ERP software, MultiPress, is specifically designed to meet the needs of modern print media companies of all sizes and production techniques.*

*Founded in 1997 by CEO Dirk Deroo, Dataline's mission has always been clear: modernising print production companies through automation, digitalisation, and process improvement. The administrative workflow in a print media company involves various complex steps unique to the graphic arts industry. General software, not specifically tailored to this sector, cannot meet these needs. To address this, Dataline developed MultiPress MIS/ERP software.*

*Now, with over 100 employees, a network of certified partners, and five offices across Europe, this industry leader has gained the trust of more than 1,000 print media companies. Dataline's team is dedicated to delivering exceptional service and remains committed to being the go-to reference in the industry.*

The logo for MultiPress, featuring a blue icon of three horizontal bars to the left of the word "MULTIPRESS" in a bold, blue, sans-serif font.

### **About MultiPress**

*MultiPress is the #1 MIS/ERP software for the European graphic arts industry, developed by leading innovator Dataline. This powerful software integrates all the functionalities needed to streamline the administration and workflow of print and sign companies, overcome obstacles, and maximise added value.*

*This modular management software supports you from start to finish. From client management, quote calculation, time tracking, production and order management, and logistics to cost control, dashboards, and invoicing—MultiPress offers numerous features that save time, resources, and money for print media businesses.*

*Dataline has earned the trust of more than 14,000 daily users across 1,000 locations. MultiPress software is not only celebrated by its users but has also won a European Digital Press Award five years in a row.*

### **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 aims 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, developing practical tools for automating processes and testing and establishing consistent PDFs for print, publishing, and packaging production – all free at [www.gwg.org](http://www.gwg.org).*

*Members are comprised of graphic arts associations, including Fespa (UK), TAGA Italia (Italy), Medibel+ (Belgium), Printing United Alliance (USA), and VIGC (Belgium). Vendor members include callas software, Canon, DALIM Software, Dataline, ECO3, Enfocus, Esko, Heidelberg, HYBRID Software, PageProof, Tech Research (TagG) and Ultimate Tech. Industry members are Lab9Pro, JP/Politikens Hus, RRD Communications, CAPT and Direct Mailers. Educational members are CEC LATAM, Future Schoolz India, Media University Stuttgart, Ryerson University, the University of Ljubljana, the University of Novi Sad, Universiti Teknologi MARA (UiTM), Rochester Institute of Technology and the University of Wuppertal.*

*All products and services are trademarks or registered trademarks of their respective owners and are hereby acknowledged.*

## Press contacts:

### Dataline

Jef Stoffels

[Jef.stoffels@dataline.eu](mailto:Jef.stoffels@dataline.eu)

+32 (0)50 14 04 58

### Ghent Workgroup

Christian Blaise, Fanny Spaens

[admin@gwg.org](mailto:admin@gwg.org)

