

---

# PRESS RELEASE

## Ubisoft plays no games with quality, and joins the Ghent Workgroup

**GHENT, BELGIUM – December 9, 2025** – [The Ghent Workgroup](#) (GWG) is pleased to announce that [Ubisoft](#), one of the world's leading creators of video games, has joined the organization as an Industry Member. Ubisoft was among the first companies to adopt the GWG Output Suite for its print production workflows. This year, the company is deepening its commitment by participating directly in the group's standardization and quality-control initiatives.

»Having Ubisoft join is great news,« says David van Driessche, Chief Evangelist at callas software and Executive Director of the Ghent Workgroup. »Our membership spans software and hardware vendors, industry associations, and educational institutions. The Industry Member category gives brands, publishers, creative agencies, and print buyers a direct voice in shaping practical, real-world standards. Ubisoft's experience and perspective are invaluable.«

»Reliable workflows are essential for us, especially regarding our packaging and marketing materials that are created for our games« says Axel Robert, Senior Manager, Prepress & Quality at Ubisoft. »Membership in the Ghent Workgroup ensures our company stays aligned with current and future industry specifications for print production. This proactive approach enables us to implement proven best practices, anticipate technical evolutions, and maintain the highest quality standards for its packaging and marketing materials worldwide.«

The Ghent Workgroup is an international assembly of print and publishing professionals dedicated to developing practical, vendor-neutral specifications that improve workflows across the industry. »We're extremely grateful to our industry members, who contribute their time and expertise,« says David L. Zwang, Chair of the Ghent Workgroup. »Standards only succeed when they reflect real-world needs. Members like Ubisoft help ensure our work stays grounded and genuinely useful.«

Press contact Ubisoft:  
Emmanuel Carré  
Senior Communication Manager  
[emmanuel.carre@ubisoft.com](mailto:emmanuel.carre@ubisoft.com)

Contacts Ghent Workgroup  
prof. dr. Raša Urbas  
& Fanny Spaens  
[admin@gwg.org](mailto:admin@gwg.org)

Ghent Workgroup  
<http://www.gwg.org/>



Organizations interested in joining the Ghent Workgroup are invited to contact Fanny Spaens ([admin@gwg.org](mailto:admin@gwg.org)) for more information.

### About Ubisoft

Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy's Rainbow Six®, The Crew® and Tom Clancy's The Division®. With a Ubisoft+ subscription, players can access new releases, premium editions and extra content on Day One on PC, console and cloud. For the 2024-25 fiscal year, Ubisoft generated net bookings of €1.85 billion.

To learn more, please visit: [www.ubisoftgroup.com](http://www.ubisoftgroup.com).

© 2025 Ubisoft Entertainment. All Rights Reserved. Ubisoft and the Ubisoft logo are registered trademarks in the US and/or other countries.

### About Ghent Workgroup

The GWG, formed in June 2002, is an international assembly of industry associations, suppliers, educators, and industry members from around the globe. The GWG 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 CAPT, CIP4, Fespa, Fogra, JP/Politikenshus, Lab9 Pro, Medibel+, Printing United Alliance, TAGA Italia and VIGC.

Vendor members include Adobe, callas software, Canon, DALIM Software, Dataline, ECO3, Enfocus, Esko, Fiery, Heidelberger, HYBRID Software, Hybrid Software Helix, PageProof, Ricoh, Tech Research (TagG) and Ultimate Tech.

Industry members are Direct Mailers, RRD and **Ubisoft**.

Educational members are Arteveldehogeschool, CEC Latam, Darmstadt University of applied sciences, Future Schoolz, GIPT Mumbai, Hochschule der Medien, ISEC Lisboa, RIPT Kolkata, Rochester Institute of Technology, Ryerson University, The MARA Technological University (UiTM), University of Ljubljana, University of Novi Sad and University Wuppertal.

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

Press contact Ubisoft:  
Emmanuel Carré  
Senior Communication Manager  
[emmanuel.carre@ubisoft.com](mailto:emmanuel.carre@ubisoft.com)

Contacts Ghent Workgroup  
prof. dr. Raša Urbas  
& Fanny Spaens  
[admin@gwg.org](mailto:admin@gwg.org)

Ghent Workgroup  
<http://www.gwg.org/>