



FOR IMMEDIATE RELEASE

Party in Las Vegas!

- **CMG member Chroma Consulting to host the premiere SGIA Expo networking event on Thursday evening, October 23rd.**
- **Chroma's high-value consulting and training helps specialty printers cope with complex issues—while keeping the experience personal and engaging.**

Las Vegas, NV (October 21, 2014) • At this year's SGIA Expo, [Chroma Consulting](#) will be hosting a launch party that reflects its core mission: to help large format and specialty printing professionals succeed—and have fun doing so. The new company will host a unique networking event—with an amazing view of the Las Vegas strip, an open bar, and live DJ entertainment—on **Thursday, October 23, starting at 8:00 PM.**

“We wanted to create something more comfortable and casual than the typical tradeshow meet-and-greet,” said Chroma CTO Ryan Gatesman. “This will be a fun and ultimately more successful way for our industry peers to collaborate and get to know one another.” In many ways, the launch event reflects Chroma Consulting's company values. “We always focus on our customer's success and leaving them with the knowledge, methods and tools they need to succeed,” Gatesman said. “We never compromise with the products and training services we provide, but we have fun providing them because we LOVE what we do!”

The event is being sponsored in part by Chroma Consulting affiliate [Color Management Group](#) (CMG), a consortium of the best color management consultants and integrators in North America and Europe. Expo attendees can discover more about CMG at **Booth 4570**, at the Las Vegas Convention Center, October 22-24, 2014.

Getting Color Workflow Right (and Keeping it Fun)

Chroma Consulting offers a remarkable combination of technical expertise, business savvy, and engaging training and support. “Wide format printing companies have invested huge sums in new output equipment,” Chroma President Christina McIntosh noted, “but too often they are left unsupported—lacking the color management, workflow, and IT expertise needed to make those devices profitable. Our mission is to fill those gaps in the wide format industry.”

As self-described “printing and technology geeks,” Chroma Consulting staff members help companies and their employees learn effective tools and techniques for every aspect of digital color output. From design through production, printing, finishing, distribution, and fulfillment, Chroma services provide an enjoyable, hands-on training experience, high-quality results, and sustainable business practices. Chroma also provides custom development services for clients.

Party With Us!

The Chroma Consulting Launch Party will be at the Panorama Skysuite, 4575 Dean Martin Drive, on Thursday, October 23, starting at 8:00 PM. To get a free ticket to this exclusive event, contact Lida Jalali Marschke at lida@colormanagement.com or call (408) 779-7858, ext. 105. You can also stop by the CMG Booth (**4570**) during the show, or register online at <http://bit.ly/1Dh0mox>.

Representatives from the six original founding members of CMG will be present. Event co-sponsors include an array of color technology developers, manufacturers, and consultants, including [EFI](#), [Caldera](#), [Chromix](#), [SpotOn!](#), [Eizo](#), [NEC](#), [Epson](#), [X-Rite](#), [Tucanna](#), [TD Curran](#), and [Flora Digital Printing Systems](#).

About Color Management Group

Founded in 2003, the Color Management Group is a growing worldwide “think tank” consortium of premier independent consultants. Color Management Group offers these members the ideal environment for sharing and developing technical ideas and concepts, and working together to improve the industry. Empowered by Color Management’s distribution, the Color Management Group has access to a growing portfolio of best-in-class graphic arts solutions. Armed with technology, Color Management Group members provide pre-sales consultation, product sales, integration, training, and technical support for all color management solutions, including the latest G7™ technologies. The groups’ alliance companies bring years of experience supporting its global customer base, strengthening the group’s relationship with leading vendors. CMG members hold a myriad technical certifications (including G7 Expert, G7PCC, PSA, ISO, FIRST level I and FIRST level II) and host a broad array of educational activities including WebEx sessions, seminars, and events that provide knowledge and insights into the newest techniques and best practices. Learn more at www.colormanagementgroup.com.

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