

## CGS and Color Management Group Form Alliance

***Former GMG distributor to offer expert training and support for ORIS Color Tuner; color consortium will also sell ORIS in new markets***

Minneapolis, MN (August 9, 2005) -- Strengthening an already formidable reseller channel, CGS Publishing Technologies International and Color Management Group have formed a strategic alliance. Under the agreement, members of the elite association of independent color experts will provide expert training and installation of CGS' award-winning ORIS Color Tuner proofing and workflow systems. Color Management Group, a former GMG distributor, will also sell ORIS software in market segments not covered by CGS' traditional graphic arts reseller network.



***Bruce Brown and Evan Engesether of CGS with four members of the Color Management Group (Dan Gillespie, Terry Wyse, Anne Taylor and Jim Rich) at CGS' new training and demo facility in downtown Minneapolis.***

The group's co-founder, Lida Jalali Marschke, summed up the strengths of the new relationship. "We're very excited about working with CGS and the ORIS product line," she said. "After working with other companies and products, we are looking forward to a long and fruitful relationship with CGS. We believe the ORIS product line in particular will have a long-range and beneficial impact on the whole graphics arts industry."

Color Management Premier Consultants include a formidable array of well-known color specialists from Europe and North America, including Dan Reid, Ron Ellis, Bruce Bayne, Steve Upton, Dan Gillespie, Eric Magnusson, David Piccus, Son Do, Terry Wyse and others. "This is an impressive group of color gurus," declared CGS Technology Director Bruce Brown. "They each have a firm grasp of color science, but they also have a vast store of practical knowledge, plus the ability to communicate extremely well with end users. I'm convinced they will be immensely valuable to our current and future ORIS customers."

## **Color Proofing and Beyond**

In addition to color proofing expertise, Color Management Group members provide a wide range of services, from uniform color management of computer displays to RIP and workflow issues throughout the creative and print production process. Many members have trained customers on a wide array of proofing products, including Best/EFI ColorBurst, and GMG, prior to becoming certified on ORIS Color Tuner and developing a working relationship with CGS.

“What impresses me about ORIS Color Tuner is how powerful it is,” said Eric Magnusson of Left Dakota. “The color matches we achieve are absolutely wonderful. Customers should remember that this RIP includes a robust set of workflow features which are very versatile and unrivaled.” Color Management Group offerings will include ORIS Color Tuner installations, basic and advanced training, including the newly-introduced ORIS Soft Proof and advance color workflow modules: ORIS Color Tuner PLUS! In many cases, Color Management Group members will work in conjunction with CGS’ existing reseller network.

## **About Color Management Group and ColorManagement.com**

Founded in 2003, this ‘think tank’ consortium of consultant-based resellers works together to conduct co-marketing activities such as trade shows and special events. Coveted admission to the Color Management Group is by peer sponsorship. Members of the Color Management Group are listed as premier level consultants on [ColorManagement.com](http://ColorManagement.com). Lida Jalali Marschke provides management of and marketing services for the group including news releases, mailing lists and sponsorship of [ColorManagementGroup.com](http://ColorManagementGroup.com). ColorMangement.com provides a single entity to do business with the Color Management Group.

## **About CGS**

Established in 1985, CGS Publishing Technologies International GmbH, Hainburg, Germany, is a world leader in color proofing, productivity and production systems for the professional graphics arts market. Headquartered near Frankfurt, CGS also has operations in the United States, as well as sales and support partners throughout the world. Further information can be found on the CGS web site, [www.cgs.de](http://www.cgs.de).

## **For more information...**

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