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# Press Release

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## **Color Management Group and GMG announce their SGIA Color Management Boot Camp schedule for 2019**

### **Lecture and hands-on workshops help attendees prepare for SGIA Digital Color Professional Program Certification**

**Morgan Hill, CA, USA; March 7, 2019**—Color Management Group (CMG) announces that, along with SGIA, and with GMG as the 2019 sponsor; will work with a number of individual CMG resellers and consultants to conduct an extensive series of color management 'Boot Camps'. These two and a half day, hands-on workshops, led by color management pros, will explain how to implement the best color management practices.

Unlike other programs, this comprehensive workshop addresses all aspects of color management, aimed at teaching the best methods for color managing all printing devices. Attendees will learn a wide range of color management skills, including how to linearize, profile, optimize and verify color on output devices, using leading edge RIP technology. The course also prepares students to understand the ISO standards.

The program coincides with the **SGIA Digital Color Professional** printing industry color certification. One of the requirements for becoming qualified or certified is to attend a 2 1/2 day class to prepare for the program's exam. The color management Boot Camp events will prepare attendees for qualification and/or certification. In fact, each attendee will receive a link to take the exam (included in fee). Those interested in learning more about this certification can visit SGIA's website: <https://www.sgia.org/become-certified-sgia-digital-color-professional>

CMG's SGIA Certified Instructors follow SGIA's proven course material to help students learn to achieve consistent, repeatable and predictable color. Attendees learn how to get color right the first time and reduce waste and turnaround time. The ink and media savings alone produce an ROI that is extremely quick. "We are aware of a company that implemented a GMG PrintFactory solution and realized an ROI within three months in ink savings alone, not to mention other benefits such as getting common color appearance across multiple print devices, and efficiency in workflow and in calibrating and profiling printers," comments Lida Jalali Marschke, Owner/Founder of the Color Management Group.

This workshop is different from other programs because it is a combination of lectures and hands-on experience. Students will work with color instruments and then build a profile – learning the importance of a gray balanced system. They will also learn about spot color matching, with hands-on practice—a skill particularly important with digital and extended gamut print. This is something that online courses, for example, can't deliver.

Students have reported tangible results from the workshops. "I'm looking forward to more consistent color with less finger crossing!" exclaims Mike Althaus, Corporate Communications Group.

The color management Boot Camps are taught by industry leaders. For example, The SGIA Digital Color Professional Certified Instructors for the upcoming events in Sausalito and San Diego are Ben Starr (Color Management and Workflow Expert - Color Management Group) and Ray Weiss (Director of Digital Print Programs - SGIA).

"SGIA has been hosting these boot camps at its headquarters in Fairfax, VA for quite a while," explains Marschke. "We helped provide instructors for many of these workshops. Last year, in 2018, we took this program on the road and provided an instructor for all of the CMG workshops. This year we have scheduled an ambitious plan with more than two dozen events. We are fortunate that the Color Management Group's collective network of resellers and consultants can facilitate this."

This year's schedule of Booth Camps will be held in many major US cities at CMG Consultants' customer locations, at schools with strong graphic arts programs or at CMG reseller facilities. For example, over the next two months, scheduled workshops include:

March 5-7: San Diego, CA  
March 19-21, Sausalito, CA  
April 2-4, Seattle, WA  
April 9-11, Carson, CA  
April 16-18, Fairfax, VA  
April 22-24, New York, NY  
April 30-May 2, Boston, MA

Students, along with organizations who are SGIA members or who send at least three attendees to the color management Boot Camp, qualify for discounts. For more information about upcoming events, please visit:

**<http://www.colormanagement.com/store/CID385>**

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**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 of technical certifications (including SGIA Digital Color Professional Instructor, BrandQ Supply Chain Expert, 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. For more information about the Color Management Group visit [www.colormanagement.com](http://www.colormanagement.com), or follow the Color Management Group on Facebook:

(<http://www.facebook.com/Colormanagementgroup>) or LinkedIn:

(<http://www.linkedin.com/groups?gid=3294965>)

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