

Case Study: M Grup Matbaacılık Sanayi ve Ticaret A.Ş.

## INCREASED QUALITY & COST SAVINGS

Extended gamut printing with **ORIS X Gamut** leads to incredible competitive advantages



### CHALLENGES

- Extended Color Gamut Requirements
- Accurate Reproduction of Spot Colors

### SOLUTIONS

- ORIS X Gamut + Ink Saver

### BENEFITS

- Cost Savings
- Reduction of Ink Usage
- Shorter Make-Ready Times
- Accurate Spot Colors with CMYKOGV
- Device Link & ICC Profile Creation for a Wide Range of Devices & Printing Standards
- Support & Service

M Grup is a fully integrated printing house with photography, graphic design and a prepress production department – all under one roof.

The company prides itself on following international trends and is always looking for the latest intelligent tools to provide their customers world-class services. A large challenge – beyond quality expectations – is, of course, cost reduction to increase margins while maintaining the highest quality at the best price: “If you can deliver high quality – you are good, but if you can offer your customers an incomparable price at the same time you achieve an incredible competitive advantage – for your company, but more importantly for your valued customers”, explains Mehmet Turan Tahtasakal, Sales Manager at M Grup.

This is why, initially, the **ORIS Ink Saver Module** gained the attention of the Turkish printing house. “With ORIS Ink Saver, we clearly reduced our ink consumption and overall production costs. But there was an additional benefit, which was even more important for us: The reduced make-ready times on all of our printing devices with the use of ORIS color management.”

To realize further benefits and to optimize their processes even more, M Grup integrated **ORIS X Gamut** into their workflow. “With ORIS X Gamut we finally use the full gamut of

our Heidelberg CD74-8 and reproduce Pantone colors with a fixed ink set of CMYK+OGV. For example, we produce a local coffee and chocolate café recipe book in a fantastic quality.”

Beyond that, profiling was a big challenge for the company. “We had a large problem with incoming customer creative files which were not always properly defined and correctly profiled to their required results”, Gökhan Akkamyş, Prepress Manager at M Grup.

**“With ORIS X Gamut we finally use the full color space of our Heidelberg CD74-8 and reproduce Pantone colors reliably with a fixed ink set of CMYK+OGV”**

**– Mehmet Turan Tahtasakal,  
Sales Manager at M Grup**

Today, M Grup easily generates extended gamut profiles with ORIS X Gamut which are adjusted and optimized for each of their printing devices – from flexo, digital to offset presses – with all different printing conditions and target-settings. “It doesn’t matter, if we do halftone printing, hybrid dots or have various TACs or different media, with ORIS X Gamut we can achieve accurate printing results on all of our production work.”

Case Study: M Grup Matbaacılık Sanayi ve Ticaret A.Ş.

## INCREASED QUALITY & COST SAVINGS

Extended gamut printing leads to incredible competitive advantages

### Chocolabs Trifle

**İngiliz mutfağının güzide  
tatlısına Chocolabs eli değdi.**

Taze meyvelerden yapılan ve kavrulmuş badem ile harmanlayarak son dokunuşunu yaptığımız Chocolabs Trifle'i damağınıza unutturamayacaksınız.

*Fildişi gerçek çikolata ile hazırlanan muhallebi, çilek, brownie parçaları ve taze kavrulmuş badem.*

**26.50 ₺**



One additional benefit: "For many years we created our proofs with ORIS Color Tuner on Epson printers. We save a tremendous amount of time and money because we do not need to conduct expensive color trials on our production machines. Now, we can use exactly the same multi-color profiles, which were generated with ORIS X Gamut for proofing and be confident that this is the color quality we expect to achieve on our production presses."

**„We are thrilled with the features and functions of ORIS software tools. They guarantee that our services are consistently repeatable and measurable.“**

M Grup and CGS have already had a long-standing successful partnership: "We were first introduced to CGS when we integrated our proofing system during our first Fogra certification process – in summer 2012. We are thrilled with the features and functions of ORIS software tools. They guarantee that our services are consistently repeatable and measurable. Today, we are self-confident and know exactly what we can achieve and provide to our customers."

M Grup was founded in 1998 in Kayseri, Turkey. Ömer Tahtasakal, Ahmet Aksoylu, Kazım Ketenci, Selim Kalanyuva and Mustafa Özkan founded the company and many of them still work at M Grup, today with their team of 40 employees. The company has a Heidelberg CD74-8 F Format, a Hei-

delberg SM52-4 offset machines and a 16" Comco 7 color flexo machine.

In the near future they plan to invest in a larger size flexo press. Their main focus is to serve the highest quality to customers worldwide. The company is currently manufacturing commercial offset printing and narrow web flexible packaging (flexo) printing and uses the highest quality equipment and supplies, from world-renowned companies like Heidelberg, Xerox, Epson, Sun Chemical and CGS.

