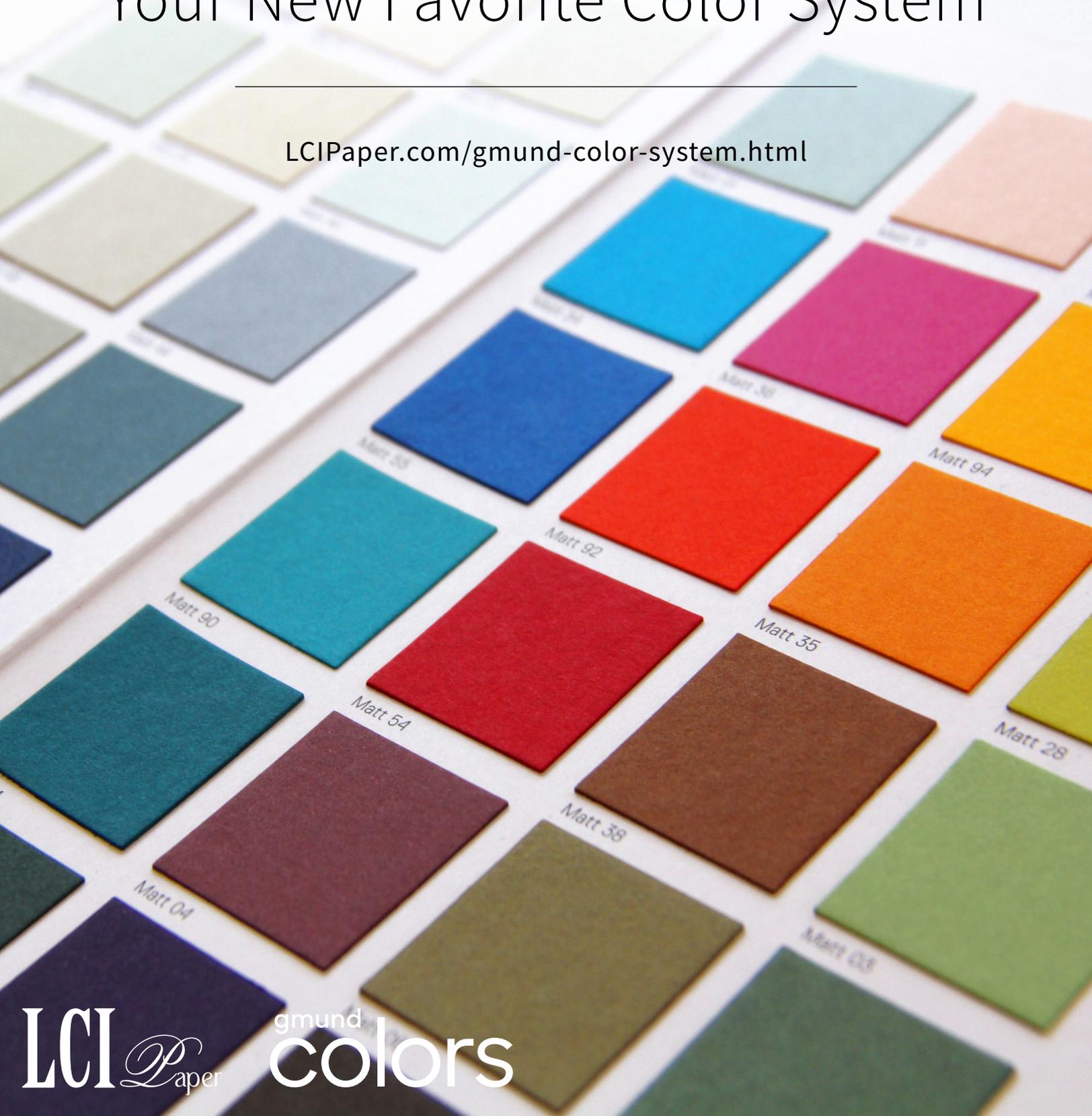


Guide to Gmund Colors

10 Reasons Gmund Color System Will Be

Your New Favorite Color System

LCIPaper.com/gmund-color-system.html



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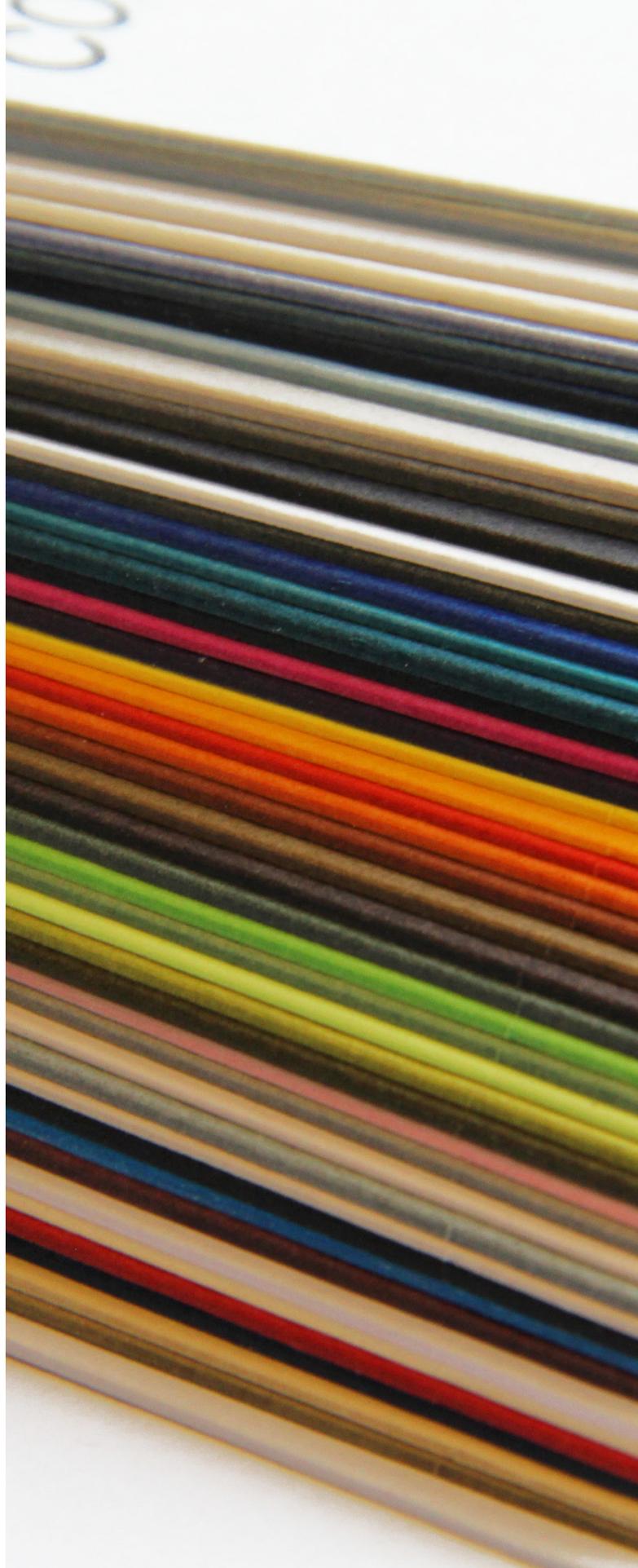
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Passionate Paper Makers: About Gmund





A System Made Up Of
48 Colors
& **4 Finishes**
All You'll Ever Need...

Matt

48 foundational colors with a smooth, matte, uniform finish (A.K.A. the base of the system)

Felt

9 of 48 colors embossed with a soft, subtle European felt texture

Metallic

12 of 48 colors coated with a refined and tasteful metallic finish on one side

Transparent

6 of 48 colors with an alluring translucency similar to frosted glass

1 - 48 Colors, 4 Finishes (All You'll Ever Need)

Mix & Match Guarantee

Color Selection & Design
Made Easy!



One color in isolation always looks harmonious and complete. If you plan to pair it with a second color, a lengthy search ensues as you try to find its appropriate match. This is not the case if you're working with Gmund Colors!

Thanks to Gmund's Mix & Match guarantee,

All 48 colors have been designed to harmoniously combine with any of the other 47 colors.

Each combination is guaranteed to look good!

(How cool is that?!)



The Science & Stories Behind the Inspired & Ingenious Colors

Colors We Remember

(The First Color System Based on Human Memory)

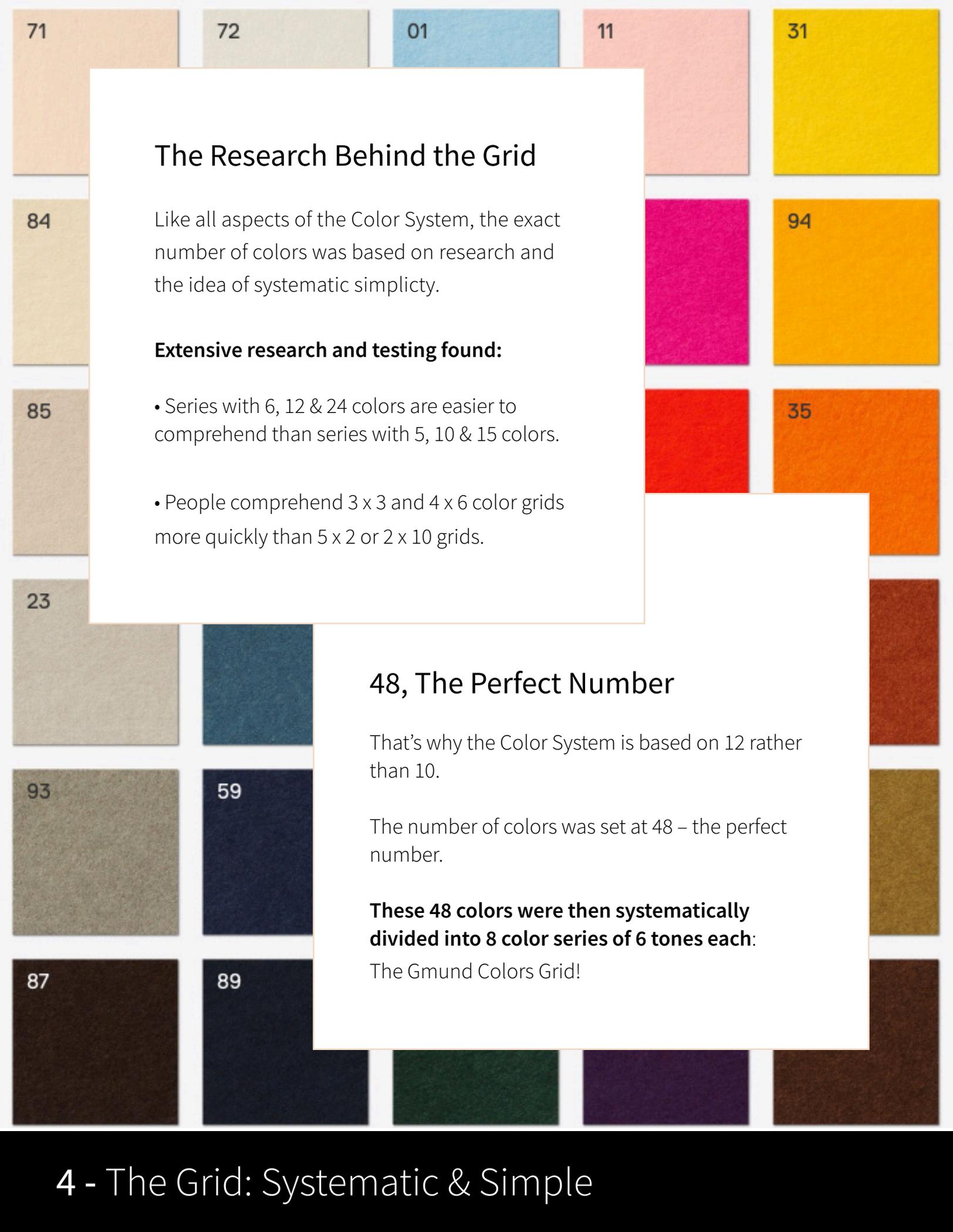
Tests conducted with 300+ people showed that **when blindfolded, a person can name between 20 and 60 coloring differences (“active colors”)**. The more creative the person’s profession, the more colors he or she can recall while blindfolded.

Based on this new discovery, Gmund began the development of strong, active colors to create the very first color system built upon the foundation of human memory.

3 Years & Some Interesting Inspiration

It took 3 full years to choose the colors for the cohesive Color System. Experts found inspiration everywhere they looked which resulted in some cool tidbits!

- A cup was the inspiration for Color #92
- A scarf inspired the beautiful teal tone in Color #90
- The nearby Mangfall River not only provides Gmund power, but color inspiration as well with its seasonally changing blue/green hues



The Research Behind the Grid

Like all aspects of the Color System, the exact number of colors was based on research and the idea of systematic simplicity.

Extensive research and testing found:

- Series with 6, 12 & 24 colors are easier to comprehend than series with 5, 10 & 15 colors.
- People comprehend 3 x 3 and 4 x 6 color grids more quickly than 5 x 2 or 2 x 10 grids.

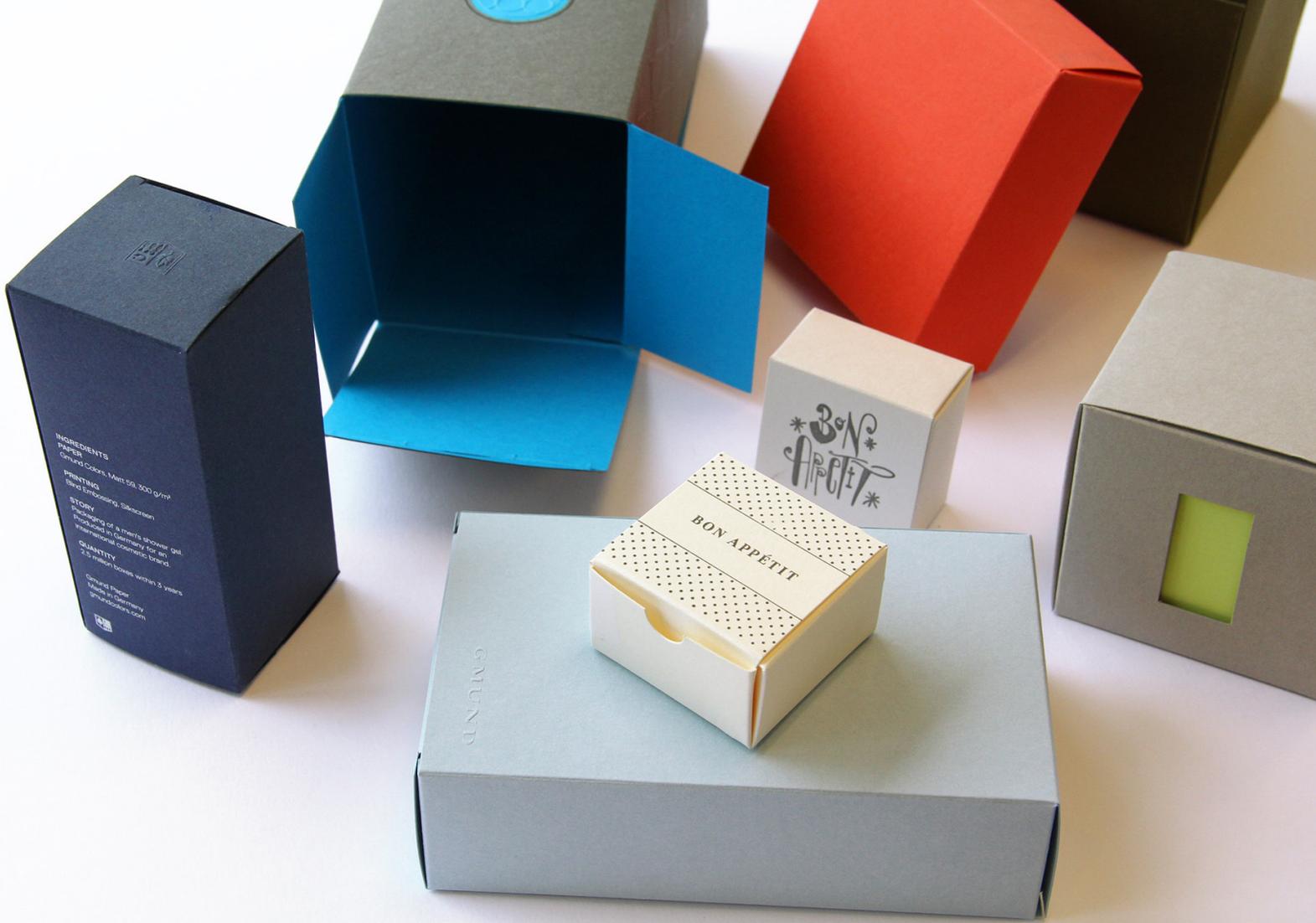
48, The Perfect Number

That's why the Color System is based on 12 rather than 10.

The number of colors was set at 48 – the perfect number.

These 48 colors were then systematically divided into 8 color series of 6 tones each:

The Gmund Colors Grid!



The Paper for Every Print

Prior to launch, Gmund Colors papers were intensively tested and perfected and were determined to be suitable for all common printing techniques:

- Offset
- Digital*
- Letterpress
- Silkscreen
- Blind Embossing
- Foil Stamping
- Paper Etching
- Die Cutting

* Limited & printer dependent. Testing recommended.

The Paper for Every Project

Gmund Colors can be compared to a basic wardrobe in a well-stocked closet. From a button-down white shirt to a black tuxedo, for all areas of life.

- Packaging
- Retail Display
- Business Reports
- Menus
- Promotional Material
- Business Cards
- Invitations
- Letterhead

Availability Guarantee



(That's 2030!)

Designers, Rejoice - These Colors are Here for the Long Haul!

(Perfect for Long Term-Branding Needs)

When launched in 2015, the Colors collection was guaranteed to be available for 10 years, now extended until 2030! Thanks to this sweet assurance, Gmund Colors users needn't hesitate to use these papers for long-term corporate-identity projects.

Even if their creative process takes a bit longer, all 48 Colors will patiently wait until the customer is ready to use them.

Worldwide Availability Guarantee

28 Countries, 3 Continents
& Counting...

All 48 Colors, All 4 Finishes, All Around The Globe

Each of the colors in the 48 Gmund Colors System can already be ordered in 28 countries on 3 continents, and Gmund's network of partners continues to grow.

This enables international customers to be certain that their specifically chosen,

Identical Paper Will Always Be Available

in all major industrial countries and in Asia's manufacturing markets.





Color

Gmund specializes in colored papers.

Thanks to their own color laboratory and ultramodern systems for mixing colors, Gmund can consistently capture nearly every color of the rainbow on a sheet of paper.

All papers in the Colors system are dyed in the pulp and through to the core— no white core, no color enhancement on the surface.



Quality

Gmund sets the highest of standards in international paper manufacturing.

- With cellulose fibers distinguished by their purity and strength
- With environmentally friendly colors and pigments
- With strict quality & consistency tests

One of the World's Most Environmentally Friendly Paper Mills

Gmund Paper, which **produces up to 50% of the energy it needs for paper production from its own hydroelectric facilities**, ranks among the world's most environmentally friendly paper mills.

- Continuous reduction of the volume of water used in manufacturing
- Water used in production cleansed up to 7 times with the aid of an efficient ozone cleansing facility
- Gmund only processes cellulose derived from sources which guarantee sustainable environmental practices and respect for the people involved (FSC® STD 40-005)
- Waste separation and recycling go without saying

Mangfall River
Gmund Paper Mill





Gmund has been family-owned since 1829. In 1904, it was taken over by Ludwig Alois Kohler. Currently, Gmund is operated by Kohler's great-great-nephew Florian Kohler, who superbly keeps **one of the oldest running paper mills in the world** not only up to date, but producing **only the finest quality paper.**

Gmund's paper making technique combines the best of old and new. They manufacture on two machines, one of which has been running since 1883, the other since 1979. Both are completely modernized and their **technology consistently current and state of the art.**

According to Gmund: "Cosmetics, perfumes from around the world, alcoholic beverages, the finest chocolates, tea, and many other products are packed into papers from Gmund." Amongst the many roles Gmund paper plays around the world, it has also been **the choice for invitations to the Cannes Film Festival and Hollywood's Academy Awards ceremony.**

Gmund boasts over 100,000 paper variations which are developed in their specialized labs and tested vigilantly to assure it retains its **reputation for world-class excellence.**

10 - Gmund: Passionate Paper Makers