



Color Management. Resolved.

Printing United 2026

Las Vegas, Nevada, USA

Booth #C3521

Sep. 23-25

Alwan Color Expertise to offer free custom ICC profiles to Printing United Expo visitors Sep 23-25 Las Vegas

Visitors can get an accurate and free Hydra® generated ICC profile or your print device by visiting Alwan - CMG booth C3521 during the show

September 21, 2026, Lyon, France

Alwan color Expertise, Color Management Group and Nichols Associates unit forces on PU Expo to offer visitors of Alwan booth C3521 a unique experience:

To get an accurate ICC profile of their print device generated by Alwan's Pinnacle Award recipient "Hydra Spectral Prediction" technology!



Visitors can download Hydra chart from the link below, print it on their output device, and bring the printed chart to PU Expo Booth C3521.

They will not only get the ICC profile of their device free of charge, but also a 20% guaranteed discount should they buy any Alwan software before November 20.

30 years later, operators still consider color management and profiling especially for output devices to be complicated, and they are right!

They are right because profiling a print device requires the printing of thousands of patches and measuring those patches in perfect conditions!

How many print devices do print perfectly? solids, mid-tones, neutrals, colors?...

How many print devices do print the same colors time over time, day after day?...

How many print devices do print accurate spot colors using process inks?...

How many print devices do print the same colors on different media?...

Very few, not to say none!...

Print devices are inaccurate and unstable by nature, this is why all printing workflows require and most of them integrate calibration, linearization, profiling and color management workflow for every media and printing condition!

Digital Front End (DFE) of digital presses require as many color management workflows as there are combinations of media and printing conditions:

More than 100 "workflows" or "paper setups" are required sometimes to cope with the printing house variety of customers, jobs, and printed material.

Hundreds of production hours per year are lost to create and update these color workflows and setups!...

Hydra® Spectral Prediction technology has been developped to overcome these hurdles which have become an obstacle to implementing color management in many printing houses and on many printing machines.

Hydra® spectral profiling requires as little as 40 patches to profile an offset press, maximum 110 patches for some processes...

HydraFix® requires a 2 minutes protocole to update machine profile to the actual media and printing conditions...

HydraSpot® requires 0 to 2 iterations to get your spot colors within ΔE_{00} of 1.

Come and see for yourself Hydra® in action at Alwan - CMG booth on Printing United Expo 23-25 September, Booth C3521,

You can also download Hydra chart from the link below, print it on your print device, and bring the print to Alwan booth,

We will measure it for you and generate the best ICC profile you can get for this device, media and printing condition:

[Download Hydra Chart](#)

You can also book a meeting with Elie CEO Alwan or Meredith CEO Nichols Associates on the following link: [Book a meeting](#)

About Alwan Color Expertise

Alwan Color Expertise was founded in Lyon, France, in 1997 by President Elie Khoury. His vision was to demonstrate the importance of standardizing and controlling color throughout every stage of production. That vision has helped establish Alwan as a global leader in color standardization and color management implementation.

The company's patented core technology, Hydra, is a recipient of the Pinnacle InterTech Award and is at the heart of Alwan's latest digital print and packaging color solutions.

Today, Alwan provides software, consulting and training to organizations throughout the graphic arts industry, including printers, publishers, converters, software developers and equipment manufacturers. The company also supports university-level color technology programs through donations of its internationally recognized applications.

alwancolor.com

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