

GEGM Retouching Agency Paris, France



France's Top Retouching Expert

Founded in 1992, GEGM is Europe's leading imaging services provider for clients in the cosmetics, jewelry and fashion industries. The company has four offices in Paris and New York, the latter was established at the beginning of 2001 to better serve the U.S. market. The range of services includes retouching, finalization, scans, and proofs for print advertising.

The GEGM Group has a turnover of around 14 million euros worldwide. Of the 65 staff, 30% work in France, 30% in the US and another 30% throughout the rest of Europe, working on-site at larger accounts. GEGM clients include L'Oréal, Ralph Lauren, Marlboro Classic, Riche-
mont, and many more besides.

The company owes its success to a combination of the latest technology and technical skills, as well as knowledge of the problems involved in operating on an international market. GEGM also boasts the best retouching expert in France.

The company has a high degree of expertise in color management, with its own dedicated image distribution software.

GEGM has equipped its main Neuilly office with an EIZO ColorEdge CG220, primarily used for retouching and soft proofing, together with a FlexScan L768 to display the tool bars in Photoshop and other applications that do not require color accuracy. These are connected to two Mac G5s, running Adobe Photoshop for retouching and QuarkXPress for layout. The company also uses an Approval KPG system for proofing.

The company aims to give its clients a service quality they will not find elsewhere and offers them a very wide range of analog and digital proofing for any kind of work. While the majority of the success is due to the art director and his knowledge of the entire imaging system, GEGM CEO Jean-Philippe Allocio is fully aware that the quality of the monitors – and of all the devices used – is crucial: “Our choice of business equipment is one



ColorEdge CG220

of the reasons why most of the luxury advertisers choose GEGM to take care of them.”

Total Confidence

GEGM is closely involved in the client's communication campaign throughout an entire project. The company's technical equipment allows it to manage the whole process, from the acquisition to the print – including all color management. GEGM found that EIZO perfectly matches its technical needs. The company made several tests with different monitors in a real-life working situation and decided on EIZO. Art Director Cyril Carneiro was already aware of EIZO's high quality monitors, since GEGM already had a CG21 used for production, and he was very satisfied with it. In early 2005 the company switched to the CG220 and Mr. Carneiro was immediately impressed by the luminosity and contrast.

Enhanced Color Space

For his part, Mr. Allocio was particularly pleased by the CG220 with its unique Adobe RGB color space and landscape format. “It's really convenient and we can work with it in total confidence. We work with luxury brands and need to have the best monitors on the market so we can display reliable and accurate colors. In short, we have to meet our clients' quality requirements and our equipment makes them even more confident when they entrust us with their projects.”

Cyril Carneiro is also very satisfied with the calibration software supplied with the CG220, as it allows him to integrate it in Photoshop, creating different profiles. “I can use the monitor for everything dealing with color management. For soft-proofing, using Adobe RGB, checked against



a Kodak print on the lightbox. It's also good to be able to calibrate the colors separately, and we calibrate every 200 hours here,” he explains.

Design Meets Function



“I can use the monitor for everything dealing with color management.”

*Cyril Carneiro,
Art Director*

In terms of hardware, Mr. Carneiro praises the hood for being very good at reducing reflections.

While the integrated USB hub is not an absolute must in his work, he does find it a very comfortable feature. And, as an Art Director, he has a comment on the EIZO design: “I like the electrostatic buttons on the front of the panel – as do the photographers who come here.”

CEO Jean-Philippe Allocio points out one other aspect of the ColorEdge, a factor not unimportant for an employer:

“In our job, we spend so many hours on the monitors retouching pictures that it is really important to own a monitor of quality. Otherwise, we are soon tired and damage our eyes.”

For Mr. Allocio the end result is an overall improvement to productivity, thanks to EIZO: “We spend less time on the pictures and can be sure of the final result in print.”