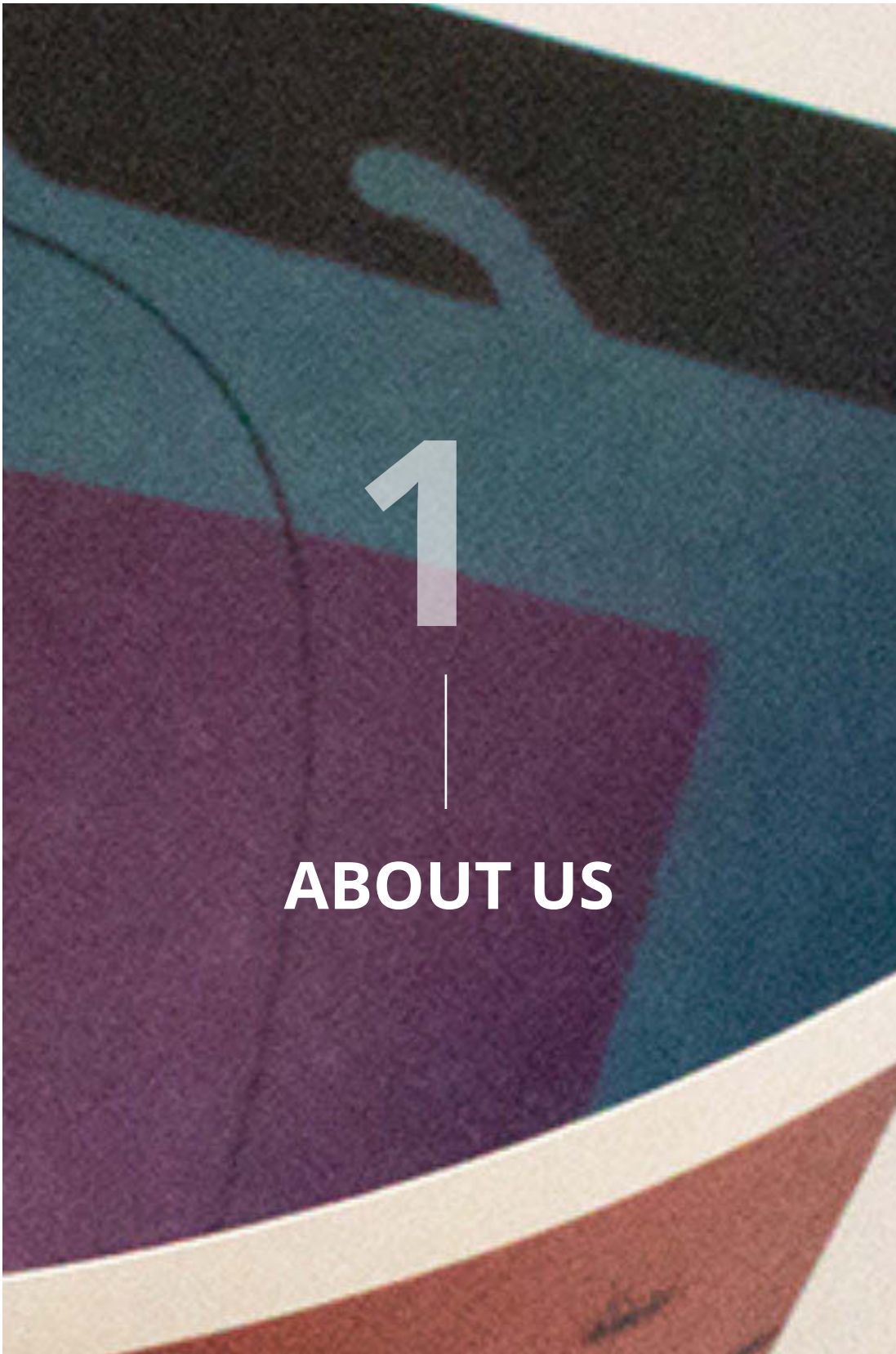


Musumeci
Printing Atelier since 1837



geoud
Arts graphiques

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ABOUT US

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Identity

Musumeci S.p.A. and Genoud Arts Graphiques SA are two companies specialized in the printing of editorial projects related to **the world of art, luxury and photography**.

Thanks to their investments in new technologies and innovative printing processes, they are able to offer **full services**, from pre-press to the delivery of finished products worldwide. Being able to work with **all types of formats**, they are highly appreciated by the watchmaking, perfumery and fashion industry sectors.

They also work with important artists and photographers, supporting them with a wide range of services.

Together they form **an international group**, rewarded by the market for their creativity, technical skills and constant improvement.

Quality and respect for the environment are two of the key values that guide the activities of both companies towards the future. The certificates obtained prove their concrete commitment to all stakeholders.

Certifications

PSO

PDFX-ready

Imprim'Vert®

FSC®

Swiss Climate

Ecrans calibré

Our strategies

Our
approach

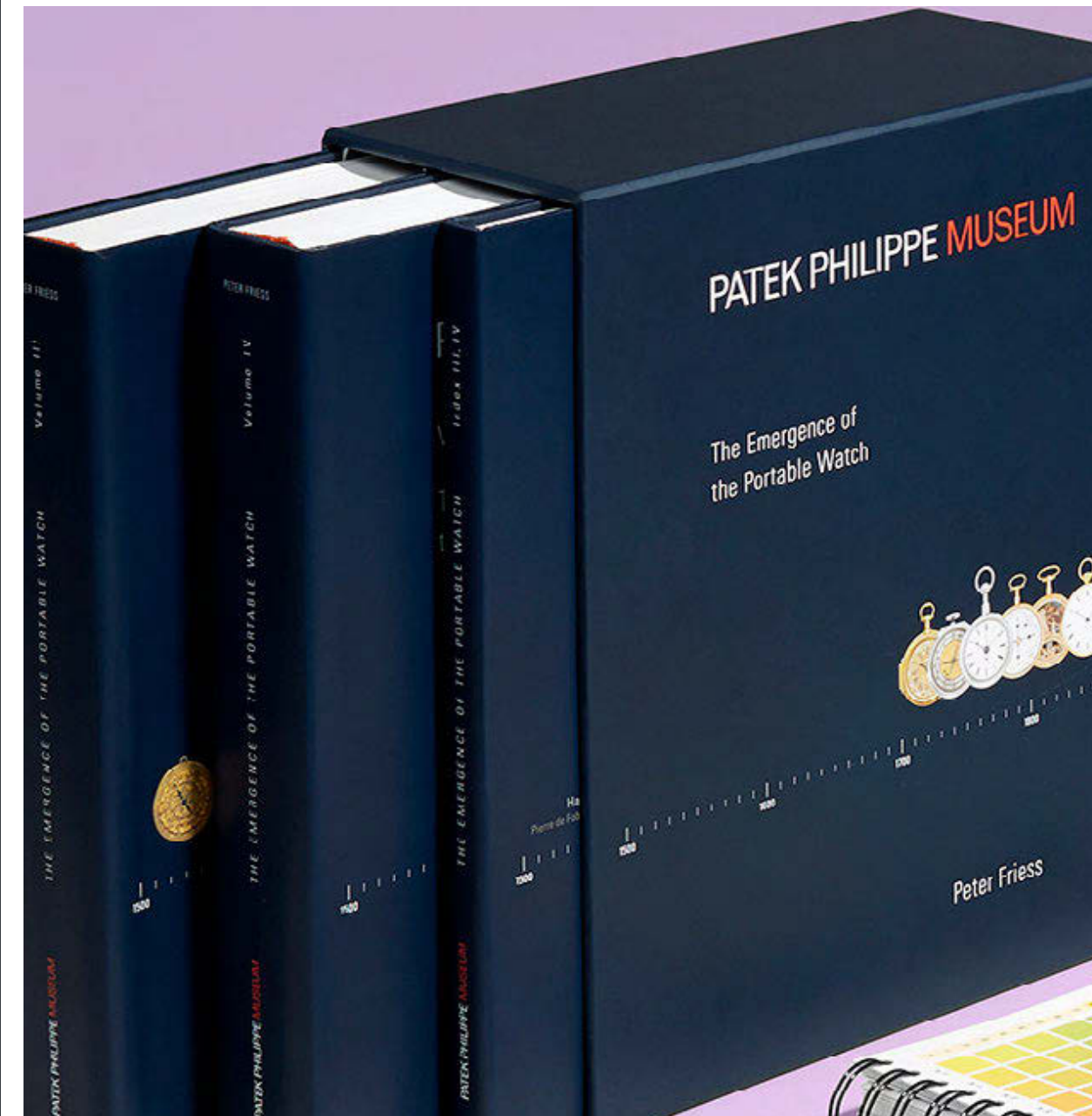
Today's market is characterized by volatility, the uncertainty, complexity and ambiguity of situations. The main challenges for “global players” lie in **complexity** (multitude of variations of a product) and **agility** (time2market) now boosted by restrictions linked to the pandemic.

We support these companies with an approach aimed at simplifying things and tackling problems from a **holistic perspective**.

This with the aim of quickly adapting to changes and facilitate **the flow of work** in a context global, with challenges like **remote management** and **inherent opportunities**, among which digital marketing and management cross media for this purpose.

Our strategies

Fundamental
skills



Project management,
premedia and printing for:

Books of art
and photographs

Luxury catalogues
and magazines

Prestige boxes
and limited editions

High quality comics / Graphic
novels

Mockups and prototypes
for the publishing
and packaging sectors

Our strategies

Integrated
and complete
innovation

The plans of our clients change very rapidly and have to adapt to often complex situations. We have learned to respond to them with **vision, understanding, clarity** and **agility**.

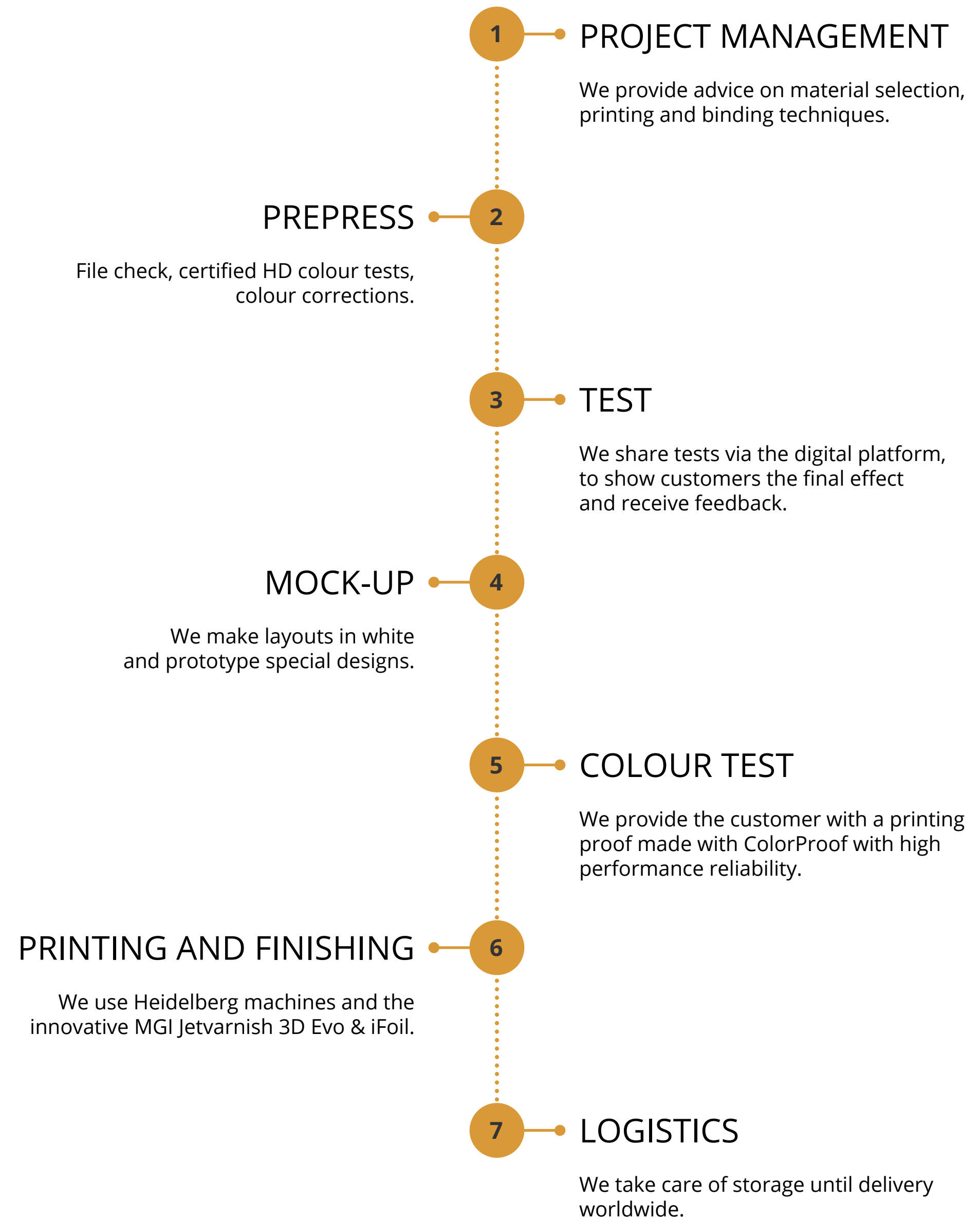
In order to meet every need, we developed **hybrid technical solutions** combining traditional and digital printing, creating special finishes that represent the real **added value** of each project for the customer.

Our prepress division features **completeness** and the **ability to specialize** on the customer's needs, from the initial phase to delivery.

Our strategies

Product and service innovation

We integrate different management/production areas such as prepress, print and afterpress, automating the entire production process.





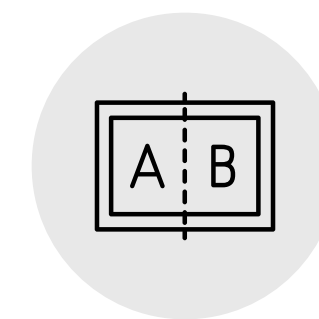
Prepress



Photo service



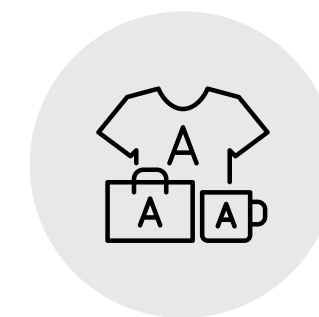
Image editing



Layout setting



Proofreading



Communication
and promotion



Digital format
conversion



Studio photo

A studio dedicated to the photography of **products and works of art**.

Our specialties:

- Pack shot
- Close-up
- Creative / Lifestyle atmosphere
- Art reproduction



Our team has extensive **experience** in the field of cosmetics, perfumery, jewellery, watchmaking and art reproduction.

Our team is **multidisciplinary**. This is why our company guarantees you optimal **consistency** in the execution of your work.





Image processing

Retouch and photomontage

- Image balancing (hue, saturation, vibrance, contrast)
- Photomontages, integration and compositions

Reproduction

- Image retouching and colour adjustment to match the actual object

Adaptation according to the media

- Preparation of the image to adapt it to the support (printing process, type of paper)
- Export of your images to digital media (website, social networks)

Colour management

- Integration of colour profiles according to ISO 12647
- Production of proofs





Softproofing

The screens are of course calibrated with us. But we can also advise you in this area. We work with our clients to enable **identical visualization** of topics around the world.

All of our employees work according to the **ISO 12647** standard for adjusting screen colours.

By promoting on-screen proofing, you receive the first images faster, we correct them immediately. **Developments** are easier and **decision-making processes** are simplified.



Contracted proofing

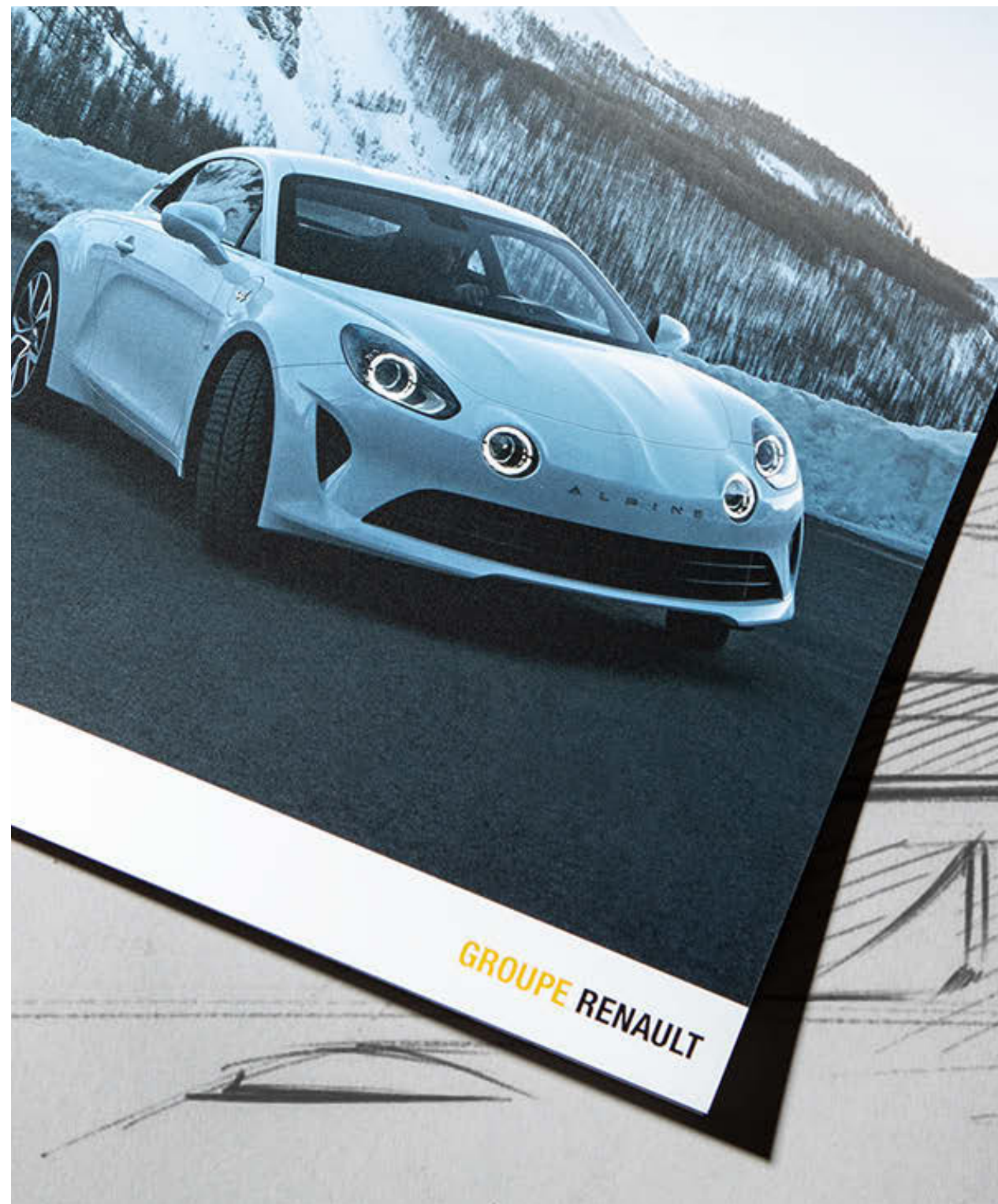
Coated or uncoated paper, newsprint or others.
ISO **12647-2** certified proofs are used as the colour reference for production.

Customized workflow for packaging manufacturers here and elsewhere.

Standardized PSO proofing system for colour proofs conforming to the printed product.

Compliance with the standards in force in the graphic arts with the **Ugra / Forga range** validated for each colour output.





Layout

Creation and development of your media

- Model proposals
- Layout of visual aids
- Layout according to your graphic charter
- Integration of languages

Preparation of files for printing

- Technical controls
- Integration of image retouching
- Proofing

Preparation of web derived files and digital media

- Adaptation according to media specifications



Managing Ads with AdFlow

Use our **web platform** to facilitate the coordination, centralization and monitoring of your advertising campaigns.

Your subsidiaries and agencies order their advertisements and promotional visuals. We take care of the **preparation of the files:**

- Advertisements and advertisements for magazines and newspapers
- Digital ads (web banners)
- Static displays (street, station, airport)
- Animated display (video and animation) and display

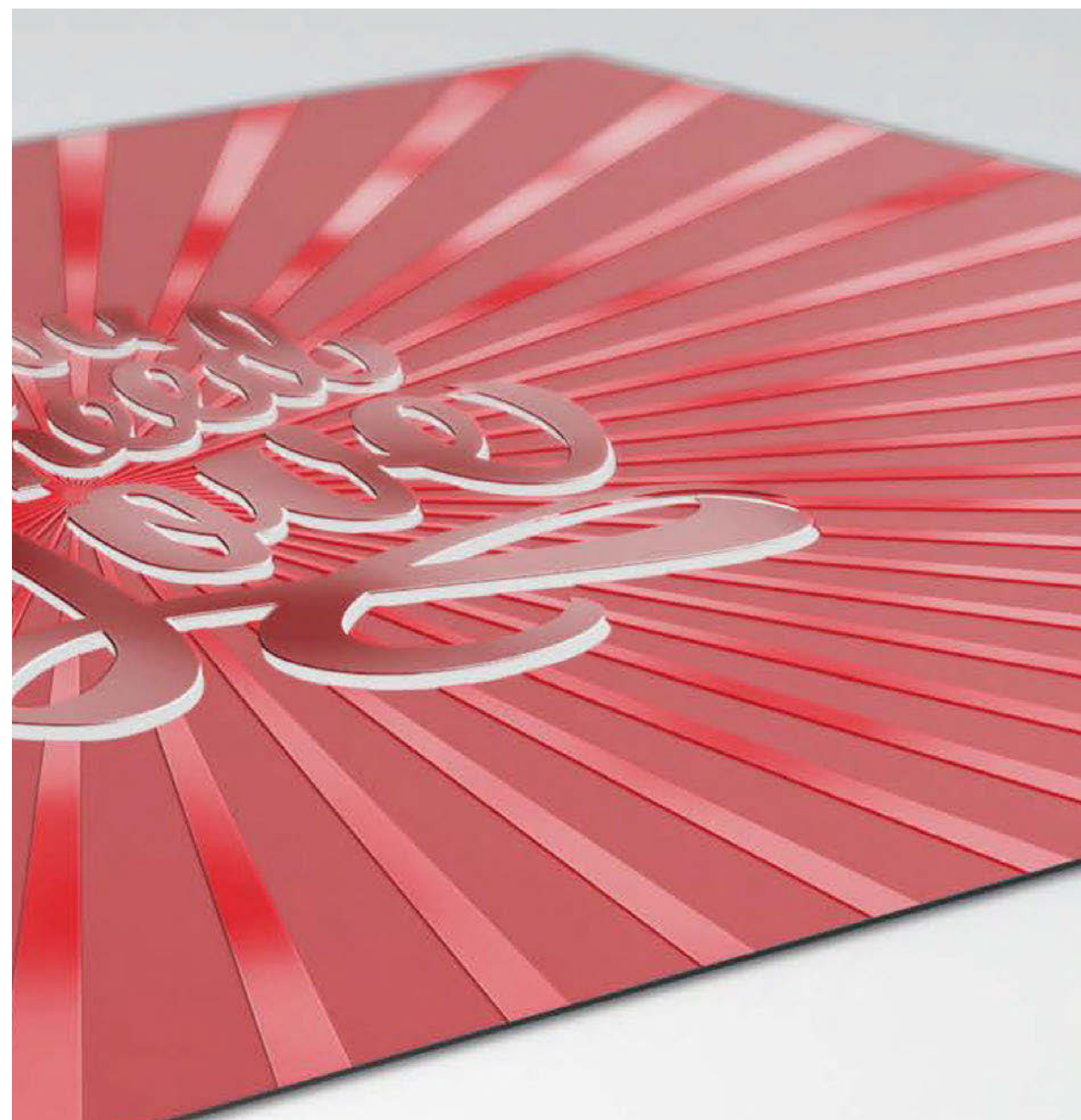




Adaptation for digital media

We export your images for **digital media uses**

We offer your “**paper**” layouts
on smartphones and tablets.



Technologies

Pre-media

- Workstations calibrated according to ISO 12647
- Internal photo studio
- GMG ColorProofPro proofing server
- ProofHQ virtual and collaborative proofing service
- Monday.com collaborative service
- 20 TB NAS storage server with daily backup
- Backup server on another site

Prepress

- PreflightPitStopPro server
- Heidelberg Prinect2021 Production Server + Heidelberg CTP
- Xerox FreeFlowCore + Kodak Nexpress Production Server
- Internet services
- Digital Assets Management (DAM) server
- Xerox XMPIE Web-to-Print Server

Impression

- Conventional offset machines and UV-LED
- Digital printing machines
- Digital finishing machine (varnish + foil)

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INNOVATION

about us

innovation

portfolio





Technology

Combination of different technologies

The latest customisable digital hot stamping technology

Organisation

Working method that respects the environment
and natural resources International certifications

Materials

Supplier monitoring and collaboration

Technical testing and validation of the latest innovations

Market trend and customer-oriented research and development

Supply chain

Time to market
Market demand management

Process

Graphic design
Prepress services
Hybrid printing solutions

Market segment

Art & photographic books
Catalogues high end print
Children & comic books



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