

Member Profile

Member Profile: GTI Graphic Technology Inc.

Year Founded: 1975

Location: Newburgh, NY

Products: Critical color viewing/inspection systems.

Website: www.gtilite.com

In manufacturing, product consistency and quality are important. Whether producing 10,000 of an item or just two, each one needs to function and look the same. In the manufacture of consumer goods in particular, the consistency and the quality of the item's color is critical. It is important to be sure the colors being seen on the product are true to the way the product is intended to look in its final destination. GTI (Graphic Technology Inc.) is the premier designer and manufacturer of critical color viewing/inspection systems. These systems are used to view an image or product under a specific, consistent type of lighting relevant to the industry the product is designed for. This consistency makes it possible for important decisions to be made about the final product's appearance.

From small desktop color image viewers used by photographers or graphic imaging industries, to large multi-source viewing booths used in the automobile industry, GTI supplies a wide range of industries worldwide with the accurate and consistent lighting solutions that have become vital for color communication and their products' ultimate success.

GTI was founded in 1975 by Fred McCurdy, a former VP of Macbeth Corporation, located in Newburgh, NY. Macbeth's products related to both the instrumental and visual control of color. Starting 35 years ago, GTI began designing lamps and viewing systems to help reduce the chances of overlooking color inconsistency and to improve lighting solutions for the most demanding and/or uniquely specific color jobs.

GTI has been a member of the Council of Industry since the company was just starting out and still "wet behind the ears" and throughout their growth the Council has offered many answers to the challenges of running a company and the need to provide quality products consistently.



One of GTI's newest products is their Graphiclite® 'E series' lamps, engineered to fully meet the demands of the newest ISO standard, are the latest in color viewing system technology. Modern technology has allowed GTI

viewing systems to be built to tighter specifications. In fact all GTI viewing products comply with either ASTM or ISO viewing standards. These standards have been set for the quality of light sources used in visual control of color differences of opaque materials, and for viewing conditions for photography and graphic arts, respectively. All of GTI's lamps are a close match to either the D50 or the D65 CIE specified phase of artificial daylight, depending on the relevant industries and products.

GTI's unwavering commitment to quality color viewing has brought their customers superior successful color management for over three decades. GTI is leading the industry by being the first and only company to release a full range of new, custom-engineered lamps that are optimized for color matching, which have been designed to exceed even the highest international standards for color management.

GTI upholds tight control over a color laboratory and all of their custom GTI-specification fluorescent lamps, as well as all viewing products ultimately delivered to their customers both in the U.S. and internationally.

GTI firmly believes in the quality of their designs and the integrity of their products, and their outstanding record of customer service reflects this. GTI is dedicated to working tirelessly at solving any and all color viewing needs, no matter how unique, whenever and wherever they occur.

