

G7 and Brand Quality

Why we are G7 Master Qualified

Our facility has been qualified by Idealliance as a G7 Master, proven capable of performing the G7 methodology on proof and press.

Why G7?

Managing the consistent reproduction of your printed work is key to maintaining the integrity of your brand identity.

Achieving a high-level of consistency requires the knowledge and use of proven global standards throughout the print production supply chain.

Idealliance, a not-for-profit trade association, is the leading authority on global print standards and developer of the G7 methodology.

What is G7?

- G7 is a method to ensure a similar appearance across multiple devices
- G7 is used to consistently hit desired color targets
- G7 is designed to align all processes, substrates, and inks
- G7 is a global specification for targeting gray balance

As a Qualified G7 Master, we

- Are skilled, tested, and proven leaders in print production
- Are experts in matching proof-to-print across any process, ink, or substrate
- Deliver print at the highest levels of quality based on global standards
- Reduce costs, speed product to market, and improve brand image



Improves
brand image

Reduces
turn-time

Raises
quality and
confidence