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## G7 Master Welcome Kit

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[Idealliance.org/G7](https://Idealliance.org/G7)

# G7® Master Qualification Welcome Kit

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Idealliance is proud to have your facility join the ranks of the most globally recognized and most valued process control “Qualification” in the world, G7® Master Qualified facilities.

To assist with sharing your qualification with your industry partners, media, and customers, Idealliance has prepared this media kit with the following value statements of G7, testimonials, and what this Qualification means to your customers and your business in order to assist you in sharing your new or renewed G7 Master Qualification. We encourage you to include this information about what G7 is, how it is incorporated into your production capabilities and workflows, the type of equipment you run within your facilities, and how it benefits your organization and those you serve. While you are free to market this qualification as you see fit, please keep in mind the policies and practices outlined by Idealliance and its Board of Directors. Idealliance has made a practice of making logos, seals, and certificates available to members and participants of Idealliance to illustrate their support of Idealliance, achievements in certification programs, promotion, and affiliation usage. It is critical; however, Idealliance protect its independence and integrity in relation to its non-profit status and anti-trust requirements. As such, Idealliance maintains publicly available policies for Usage of Trademarks and Intellectual Property:

- Idealliance Trademarks Usage & Misuse Policy
  - Idealliance Intellectual Property Policy
- Available @ [www.idealliance.org](http://www.idealliance.org)

Due to the global demand for G7 Master Qualified facilities, and extraordinary growth around the world, unfortunately, companies misrepresent themselves and their qualified status in order to compete for business. Obviously, Idealliance cannot police the world, but we, all of us, can hold each other accountable by reporting misuse, falsified status claims, and misrepresentation of G7 Master Qualification. If you do see this, please do not hesitate to contact us and report it immediately. You have gone to great lengths to increase not only the value you bring to your customers, but the proficiency and process control of your business and Idealliance and our global offices around the world will act on protecting your interest so those that make false claims and misrepresentation are dealt with swiftly and held accountable in order to protect what matters the most, your customers.

In the following section, you will find easily editable quotes, bullet points, value statements, and media language, where you can quickly update according to your organizations information (should you want to use it), demographics and technology as well as provide direct responses from key personal within your organization on a personalized opinion of the value of G7 Master Qualification for your organization as industry leaders and how it serves and builds on your customers’ needs.

**Please contact Idealliance if you have any questions.**

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# G7® Master Facility Compliance Levels

As a leader in global print technology, your status as a G7 Master Qualified Facility demonstrates your facility is a proven quality leader in print, premedia, and creative services. Not only are you qualified as a G7 Master Facility, your facility qualification is dependent on the compliance level achieved.

There are three compliance levels in the G7 Master Qualification Program



These levels demonstrate G7 Master capabilities by specified print condition and offer multiple levels of distinction for G7 Master Printers. A facility will be granted G7 Master Qualification upon achieving compliance according to the specified requirements of one or all three levels of evaluation.

## G7 GRAYSCALE

This is the fundamental level of G7. Regardless of printing technology, if we can ensure that a printer or press prints the neutral tone ramp well, then all other colors will tend to fall into line more easily. Grayscale is the level that we are used to seeing. A target print is printed on a stable printing system and measurements of that target are used to correct the ink curves to bring the printing system into alignment with the G7 ideal neutral density curve. Aligning the printing of various printing methods in a plant to this same neutral aim point is a tremendous step forward in getting these disparate printers to match. While achieving this G7 level will naturally help all the colors to be consistent, the only thing that is required at this level is for the K and CMY neutrals to be aligned to the G7 tone curve and the CMY neutrals gray balanced.



## G7 TARGETED

This is a secondary level of G7 and G7 Targeted is achieved when G7 Grayscale is achieved, plus the solid ink measurements for primaries and secondaries (CMY and RGB) and substrate color are also within spec to one of the G7-based Targeted color spaces. This can be achieved according to the absolute white point or using substrate-relative condition. G7 Targeted compliance is not limited to only the reference print conditions in ISO 12647-2 or in ISO PAS 15339, any G7-calibrated dataset can be used as G7 reference print condition. Those who want, can use their own color reference in place of the standard CRPC's, but their files must be verified as being compliant with G7 Grayscale. G7 Targeted achievement lets customers know that not only can a facility hit G7 Grayscale, but they can also achieve a higher level of compliance and their strongest colors can hit, for example, the specific LAB values for GRACoL 2013



## G7 COLORSPACE

This is the third level of G7 compliance and the most stringent. G7 Colorspace includes all the requirements of the G7 Targeted level (and therefore the G7 Grayscale level) and adds the matching to an entire Reference Print Condition. This level demonstrates that you are maintaining extremely tight tolerances throughout the whole color space. An entire IT8.7/4 target is compared against the targeted color space and the average of all the 1617 patches needs to be with a narrow range of tolerances. This assures that the printing system can consistently reproduce the entire color space and not just the primaries and secondaries (CMY and RGB). G7 Colorspace can also be relative to either the absolute white point or the substrate-relative aim values. G7 Colorspace level is also further divided into two separate purposes, Printing or Proofing. There are slightly more stringent requirements (tolerances) for proofing.



# The Value of G7®

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Print service providers of all types know that a measurable, predictable, and uniform color management process provides significant business advantages. For printers to make money, orders must be turned around quickly, they must be consistent, and they must be predictable.

G7 is the only methodology and print validation program in the world that crosses all print mediums;

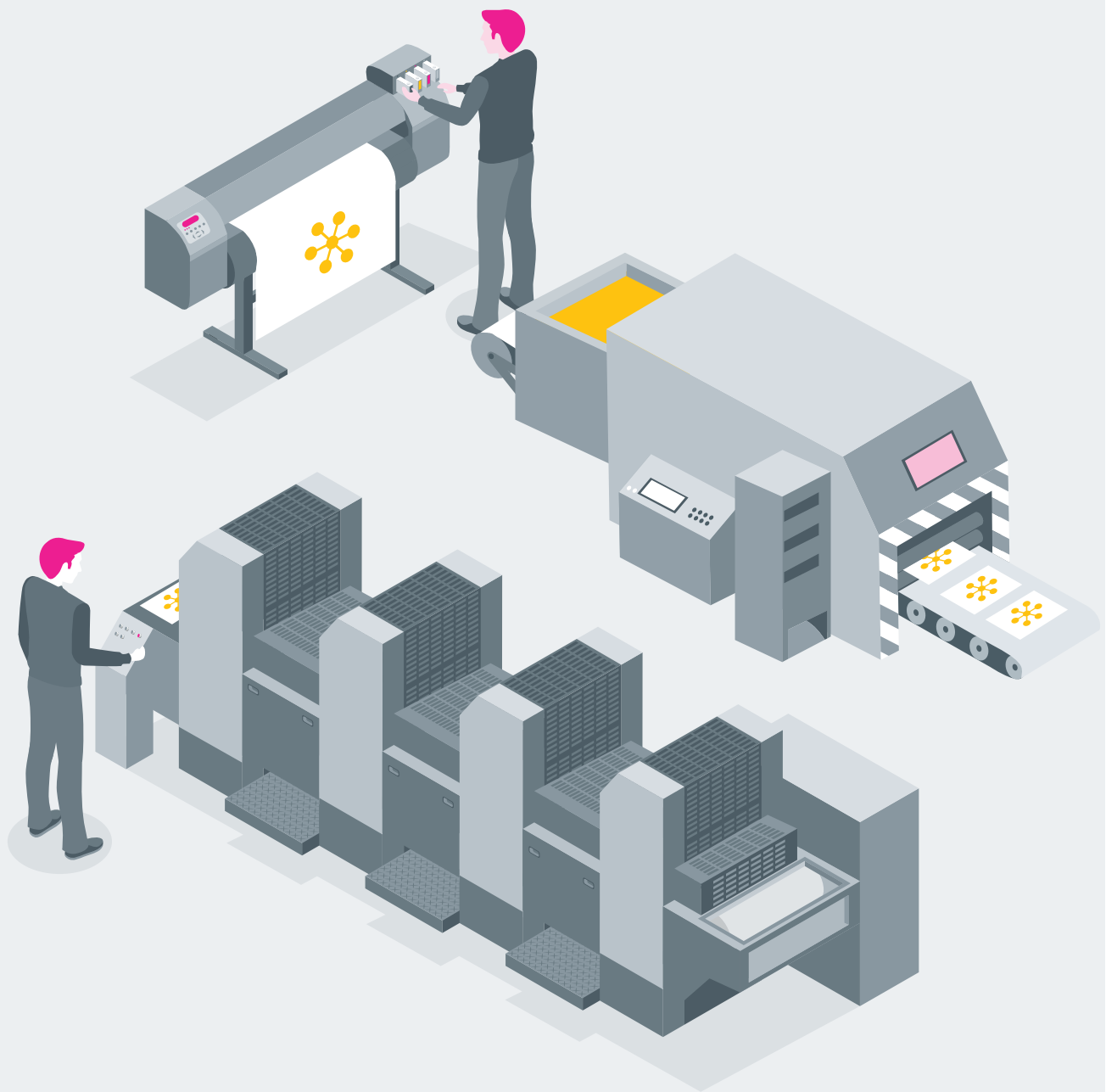
- Offset
- Flexography
- Gravure
- Screen
- Wide Format / Grand Format
- Digital (Electrophotographic-EP, Liquid Electrophotographic-LEP, & Inkjet)
- Industrial Inkjet
- Dye-Sublimation
- Textile

The G7 Methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality

# The value of G7 for brands, buyers, and creatives.

[Idealliance.org/G7](http://Idealliance.org/G7)



## WHAT IS G7?

G7 is an industry-leading set of specifications for achieving gray balance. It is the driving force for achieving visual similarity across all print processes. Simply, it is a universal calibration methodology that brands, buyers and creatives seek out to ensure the integrity of their brands.

### The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality



G7 can be easily applied to any printing system—whether it's offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet or dye-sublimation.

## THE BENEFITS OF G7

Brands, Buyers & Creatives use qualified G7 suppliers because...

### Consistency

- Color is an important part of why people embrace (or reject) a brand
- Color greatly contributes to perceived value of quality
- Color and color quality enhance consumers' experience with the product and add to its public reputation
- Color is one of the most emotional attributes of a brand
- Color consistency reinforces trust. Inconsistency with colors associated with a brand subconsciously diminishes it, and erodes brand loyalty

### Efficiency

- Reduced design times, faster turnaround as design occurs internally rather than on press
- Reduced cost of proofing and shipping prior to print
- Reduced need for on-site press checks, travel, and other tasks based on visual approval methods
- Reduced waste and make ready time during press runs
- Higher consistency in reprints

### Communication

- Data exchange for purchasing and print buyers to assess supply chain performance
- Clear expectations for supply chain partners regarding acceptable work
- Overall increase in consistency, efficiency and savings

## WHAT BRANDS, BUYERS AND CREATIVES ARE SAYING?

"Our quality depends on G7 as the common factor with all print facilities."

—DONALD PRUST, NEIMAN MARCUS

"As a premium brand, it's critical to have a process that a supply chain can align to when it comes to shared color appearance."

—BARRY SANEL, DIAGEO



# Why Brands, Buyers & Creatives Choose G7®

## Testimonials

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**"Our quality depends on G7** as the common factor with all print facilities. Without a common denominator, we would not have the quality standard we have grown to expect from our vendors. Our brand identity would suffer without [G7]."

—Donal Prust, Neiman Marcus

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"Our approval process starts with the evaluation of substrates and the Pantones for each packaging category. Once we have completed the evaluation, we report the findings to our domestic and international vendors.

(Prior to implementing standardized color), all colors and substrates were evaluated by the naked eye. Some of the challenges we faced with evaluating by eye were color variation and poor substrate qualities. This caused us to have concerns with the overall packaging life cycle.

**In the last two years, (since applying measurement and control processes based on the G7 methodology), our company has implemented Color Management Guidelines for all print vendors that we work with domestically and internationally. This has successfully enhanced the quality and consistency in our packaging across all brands.**

After implementing G7 standards and color management, our licensors looked to us for quality packaging that will meet the brands' expectation. we have seen a consistent improvement in substrates and print colors as it has elevated our packaging at retail.

Since we've been using G7 standards, there has been an increase in the quantity of buys in existing brands, as well as success in the introduction of new brands."

— Carina Zhong, USA Legwear

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"As a premium brand, it's critical to have a process that a supply chain can align to when it comes to shared color appearance. The brand teams are not technical, but they do have specific colors in mind when they hand off the artwork. It's our job to manage their expectations for those colors when printed on different substrates. We take spectral readings of colors supplied by the designers, and determine whether they fit in Diageo's 'color DNA.' If they do, then it's our job to make sure these colors are reproduced faithfully by all our print suppliers.

**Everything we do at Diageo is about open format and ISO standards.** As a premium brand in the CPC world, we have some of the most complex packaging in the world. We print on cartons, aluminum closures, cans, glass, pressure-sensitive labels, and foils—often combining several elements in a single shipper. The colors have to harmonize. It's critical to have a process that a supply chain can align to when it comes to shared color appearance. (With standardization through G7) and a clear definition of make ready procedures, communication about color can now be more effective. It's simple, clear, and no longer subjective. **Because we've laid the groundwork and required our**

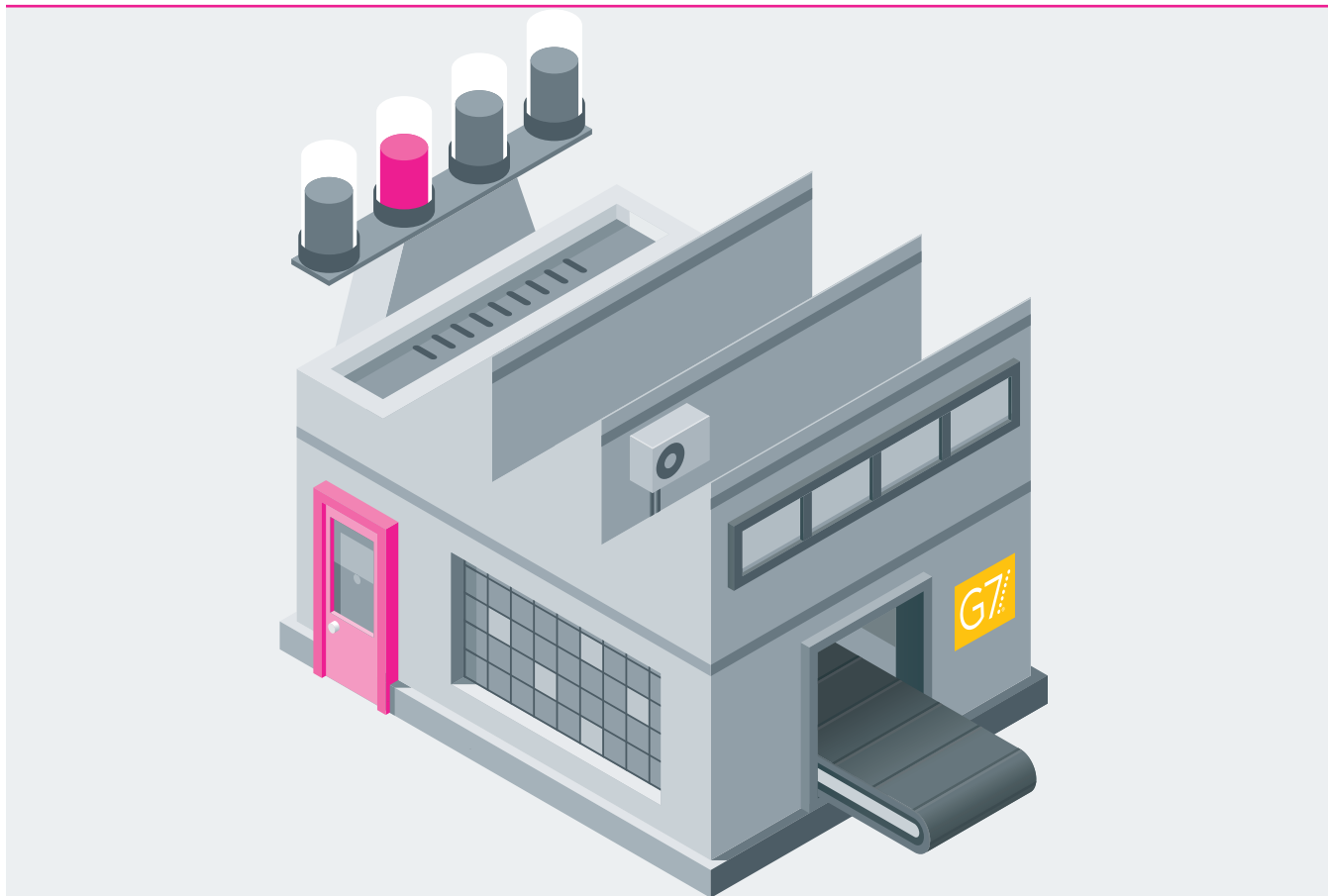
**suppliers to own the G7 calibration process, I'm confident we can adapt to new ways of printing.**

If there's a problem in the field, I can provide specific measurements and instructions, and they can follow the clear steps to fix it, Our packaging is already challenging enough. With a standardized approach, we can keep the quality of color high, run over run."

**-Barry Sanel, Senior Graphic Services Manager, Diageo**

## The value of G7 for print service providers.

[Idealliance.org/G7](http://Idealliance.org/G7)



### WHAT IS G7?

G7 is an industry-leading set of specifications for achieving gray balance. It is the driving force for achieving visual similarity across all print processes. Simply, it is a universal calibration methodology that provides print service providers a significant business advantage.

#### The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality



The G7 calibration process is fast and simple using any of several G7 Certified software applications. It can easily be applied to your printing system—whether it's offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet or dye-sublimation.

## THE BENEFITS OF BEING A G7 MASTER FACILITY

Print service providers of all types know that a measurable, predictable, and uniform color management process provides significant business advantages. For printers to make money, orders must be turned around quickly, they must be consistent and they must be predictable. Whether the process is: offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet, or dye-sublimation, G7 can do it!

### Consistency

- Works across multiple presses, plants and locations
- Ensures reprints will always look the same
- Gives one consistent set of color targets regardless of device
- Provides color consistency from proof-to-print
- Delivers a common neutral appearance regardless of material

### Efficiency

- Reduces make-ready time
- Aligns with all devices, substrates and inks
- Makes it easier to meet and maintain color expectations
- Is an ANSI/CGATS specification for targeting gray balance

## WHAT G7 COMPLIANCE LEVEL IS RIGHT FOR YOUR BUSINESS?

	Gray Balance	Tonality	Shared Neutral Appearance	Overprints	Entire Colorspace
<b>GRAYSCALE</b> Close match in neutral grays but may exhibit differences in colored areas	●	●	●		
<b>TARGETED</b> Close match in grays and solid colors but may have differences in some colors	●	●	●	●	
<b>COLORSPACE</b> Close match across a G7-based color space	●	●	●	●	●

## WHAT PRINT SERVICE PROVIDERS ARE SAYING?

"G7 does the heavy lifting: it provides gray balance and proper tone reproduction. On top of that we build ICC profiles. Between the two, we get a visual match from one output device to another."

—GREGORY HILL, SANDY ALEXANDER

"If we didn't use G7 to run target densities and gray balance, it would triple our make ready time."

—SCOTT REIGHARD,  
THE STANDARD GROUP

# Why Print Service Providers Choose G7®

## Testimonials

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**"G7 does the heavy lifting: it provides gray balance and proper tone reproduction. On top of that we build ICC profiles. Between the two, we get a visual match from one output device to another."**

**—Gregory Hill, Sandy Alexander**

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**"If we didn't use G7 to run target densities and gray balance, it would triple our make ready time."**

**— Scott Reighard, COO, The Standard Group**

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**"Brands expect us to create reasonably consistent color on all media, even if the process for each type is completely different. G7 allows me to get a quality print out very quickly, without chasing color for a week."**

**— Bruce Compton, ZON Retail**

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**"Gray balance is a powerful tool for managing print consistency. G7 makes it easy to include gray balance as part of a print specification. Without G7, gray balance is a specification nightmare because it is different for every process. Using G7, brand owners can specify a common gray balance value, enabling printers to deliver a common appearance across all the work they produce."**

**— Marc Levine, Director of Enterprise Print Quality, Schawk**

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**"The benefit of G7 is more trust between sales, production and customers."**

**— Roy Waterhouse, President, Hopkins Printing**

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**"Without G7, it would take about 500 sheets to get up to color. Now, we're able to do it in 100 sheets."**

**— Jim Benedict, GLS**

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**"G7 gives us a really good starting point. From there, we build ICC profiles that last. If conditions change, all we need to do is bring the device back to G7—which is a lot faster than a new profile. Creating ICC profiles is expensive. If I'm running a test form on a web press to make a profile, I'll spend up to two hours of press time. I'll use an enormous amount of paper and ink, and there's a crew involved. Without G7, I'd have to do that four times a year on each press, and double that if we're talking about coated and uncoated paper. That's time we're not using to print jobs."**

**—Gregory Hill, Sandy Alexander**

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**"G7 has allowed us to achieve repeatability in color quality and consistency across multiple devices and facilities."**

**— Julie Robinson, GLS**

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**"We've been using G7 for over 10 years. To go back to the traditional way would be like asking us to run 4 color process jobs one color at a time."**

**— Scott Reighard, COO, The Standard Group**

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**"By using G7, we have been able to reduce our make-ready time.** We are just running to the numbers and then trusting the numbers to produce the results. With our proofs and our press sheets matching closer we are also not running a wide range of densities—which is hard to run consistently."

**— Roy Waterhouse, President, Hopkins Printing**

# G7® Master Press Release Guide

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Idealliance is proud to have your facility join the global ranks of G7 Master Qualified facilities. We would like to offer tools to help you maximize the value of your qualification, so we have prepared the following press release examples for your utilize to publish this status for industry partners, customers and to maximize other opportunities.

The following press releases (3), include copy written on behalf of Idealliance and your organization in which you can insert your facility and organization's information along with direct quotes from Idealliance personnel and from your own perspective.

If you would like any further assistance, please do not hesitate to let us know by calling our office at 703-837-1070 or via email at [G7@idealliance.org](mailto:G7@idealliance.org).

## G7® Master Press Release - Example A

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### [Company] [Location] plant achieves G7® Master Qualification

[Month, Day, Year]

Press release issued by [Company]

<Location City, State> – [Organization] announced today that it has achieved G7® Master Facility Qualification of its integrated color management system for producing [printed product, example: labels, publications, etc] at its plant in [Location City], [St.]

G7® is an industry-leading set of specifications from Idealliance® for achieving visual similarity across all print processes. It is a global standard widely used to measure the color accuracy on any output device.

“This qualification provides third-party verification that [Company] delivers exceptional color matching and color consistency for [print application] said [Name], [Title], [Department, if applicable]. “This allows [Company] to manage process control better, reduce make-ready, and improve overall efficiency in all aspects of our workflow. For our customers, this consistency also ensures uncompromising color according to their brand standards.”

“The G7 process gives the industry the tools and guidelines to more efficiently achieve and maintain that color reproduction. In turn, G7 Master qualified facilities deliver even more consistent color reproduction for their customers,” explained Jordan Gorski, Senior Vice President, Idealliance. Participants in the G7 program pride themselves on color management, process control, and maintaining production efficiency. With the help of certified G7 Experts and Professionals, who are trained in the industry leading set of specifications for achieving gray balance, G7 Master Qualified Facilities align their print processes to ensure a neutral appearance across multiple devices.

“[Organization]’s qualification is critical to the success of our print buyers and partners.” [Last Name] said. “G7 allows our organization to more precisely match a customer’s brand color requirements on a variety of printed products from any technology and application, everything from media and publications to packaging and labels is on brand.”

[Add Organization blurb, description of facility, capabilities and any other key areas of focus to highlight if interested.]

Idealliance® is dedicated to guiding media production best practices, specifications, and standards, worldwide.

To learn more about G7 Master Qualification, please visit <http://www.idealliance.org>.



## G7® Master Press Release - Example B

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### [Company] [Location] awarded G7® Master Qualification

[Month, Day, Year]

Press release issued by [Company]

<Location City, State> – [Company] announced today that it has achieved G7® Master Facility Qualification of its integrated color management system for producing digital durable labels at its plant in Location City, St.

G7® is an industry-leading set of specifications from Idealliance® for achieving visual similarity across all print processes. It is a global standard widely used to measure the color accuracy on any output device. G7 Master Status indicates that the facility has calibrated certain equipment and systems to G7 gray balance and neutral tone curves and is capable of delivering G7 proofs and print products.

“We are extremely proud of our team for achieving G7 Master Qualification. Quality and repeatability are vital to our customers,” says [Contact], [Position] of [Organization]. “Our commitment to the G7 methodology is just one example of how we’re maximizing our performance for the benefit of our customers.”

[Company] joins a select group of global print service providers who have successfully completed training, examination and qualification process of their print production processes, validating their capabilities to the highest level of global industry standards and specifications. The implementation of the G7 methodology enables printers to reproduce a visually similar appearance across all printing types and substrates along with improving process control and production efficiency.

“We applaud [Company] for utilizing the G7 Master Program to assure consistency and quality in their proofing, brand color management and print processes,” commented Jordan Gorski, Senior Vice President, Idealliance. “G7 Master Qualification demonstrates a level of control and expertise that places [Company] at the top of their field. We applaud their leadership, commitment and support of the G7 Master Qualification Program.”

[Add Organization blurb, description of facility, capabilities and any other key areas of focus to highlight if interested.]

Idealliance® is dedicated to guiding media production best practices, specifications, and standards, worldwide.

To learn more about G7 Master Qualification, please visit <http://www.idealliance.org>.

## G7® Master Press Release - Example C

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### [Company] [Location] achieves G7® Master Qualification

[Month, Day, Year]

Press release issued by [Company]

<Location City, State> – [Company] a renowned print service provider located in [location], has achieved G7® Master Qualification, awarded by Idealliance®, a not-for-profit industry group dedicated to guiding print production best practices, specifications, and standards, worldwide. [Company] joins a select group of print service providers who have successfully completed training, examination and qualification process of their print production processes, validating their capabilities to the highest level of global industry standards and specifications.

G7 is Idealliance's industry-leading set of best practices for achieving gray balance and is the driving force for achieving visual similarity across all print processes. The application of this method enables printers to reproduce a similar visual appearance across all printing types and substrates.

[Company] offers [service listing(s)] utilizing [equipment listing]. Already an efficient print provider, [Company] looked to Certified G7 Expert, [Name] and the Idealliance G7 Master Program, to achieve further productivity gains to better serve its customer's objectives for brand color quality and control.

"Quality and repeatability are important to our customers," says [Name], [Title] of [Company]. "Our commitment to the G7 method is just one example of how we're maximizing our performance, to the benefit of our customers. We look forward to the benefits that standardization brings to both our clients and organization."

"G7 provides a significant advantage for [Company], utilizing the G7 Master Program to assure measurable, predictable, and a uniform color management process," commented Jordan Gorski, Senior Vice President, Idealliance. "We applaud their commitment to process control excellence commitment and support of the G7 Master Qualification Program."

[Add Organization blurb, description of facility, capabilities and any other key areas of focus to highlight if interested.]

Idealliance® is dedicated to guiding media production best practices, specifications, and standards, worldwide.

To learn more about G7 Master Qualification, please visit <http://www.idealliance.org>.

## Maintaining Your Facility's G7® Master Qualification

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Your status as a qualified G7 Master Facility is only effective by maintaining the requirements of the G7 program and Idealliance. G7 Master Qualification is good for one year. Compliance level determination is also only effective for the level(s) achieved by your facility on your devices.

Requalification is necessary by utilizing either an inhouse or consultant G7 Expert or inhouse G7 Professional. Your Master Qualification may only be submitted by an active certified G7 Expert or G7 Professional.

Each G7 Master application submitted for a facility:

- Requires a New or Renewal Application Fee
- Requires minimum of one (1) Qualification Type with each Application,
  - Grayscale
  - Targeted
  - Colorspace
- Qualification Types and Compliance Levels (Grayscale/Targeted/Colorspace) will be noted in the database listing
- G7 Expert consulting fees are additional, negotiated with, and paid to the G7 Expert
  - For additional info on individual certifications for G7 Experts & G7 Professionals, see the next section
- Additional Qualification Types, Failed, or Resubmitted sheets are charged per Qualification Type
  - Grayscale
  - Targeted
  - Colorspace
- Custom targets are charged per unique target submitted
- Good for one year
- Requires annual renewal by a Certified G7 Expert or G7 Professional within 90 days of qualification expiration.
  - To find a G7 Expert partner or consultant, visit the G7 Expert Directory at [Idealliance.org](http://Idealliance.org), or employ an Expert on your own stuff.

See [Idealliance.org/G7](http://Idealliance.org/G7) for current fees and more information

## G7® Certification for Individuals

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As a qualified G7 Master Facility, if you don't already, you may find it beneficial to employ a G7 Expert or G7 professional to maintain your production process control and manage G7 implementation throughout your workflow. Facilities throughout the globe rely on inhouse G7 Experts & G7 Professionals for this reason.



A **G7 EXPERT** is a certified individual who has demonstrated expertise in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology. A G7 Expert has demonstrated expertise in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology.

- Good for two years
- Online Recertification Review & Exam every two years within 90 days of certification expiration



A **G7 PROFESSIONAL** is typically an in-house quality/technical professional with knowledge in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology.

- Good for two years
- Online Recertification Review & Exam every two years within 90 days of certification expiration



See [Idealliance.org/G7](https://www.idealliance.org/G7) for current fees and more information

## Additional G7® Resources

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### IDEALLIANCE COMMUNITIES

As a G7 Master Qualified Facility, you have access to several online communities and forums to seek information, share experiences, and collaborate with industry partners throughout the global G7 Community.

#### **G7 Open Forum**

Open to the global print community, share and discuss new developments in print technology, workflow management, and process control. Collaborate with thousands of industry experts around the world.

#### **G7 Master Community**

Accessible by all G7 Master Facilities and their representatives. Post and reply to discussions on various workflow, technology, and process topics.

### IDEALLIANCE ONLINE RESOURCES

#### **G7 Master Library**

Your online resource for G7 master information including test files, documentation, case studies, and other relevant information including:

#### **G7 Master Test Charts**

G7 Verifier, P2P, IT8 test files and QR Codes formatted for G7 Master Print submissions

#### **G7 Master Pass Fail Overview**

Requirements and tolerances for successful completion of G7 Master Qualification

#### **G7 Master Submission Procedures**

Overview for G7 Experts & Professionals of requirements for G7 Master Qualification submissions including shipping info, test chart requirements, and data transfer

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### Contact us for more information

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