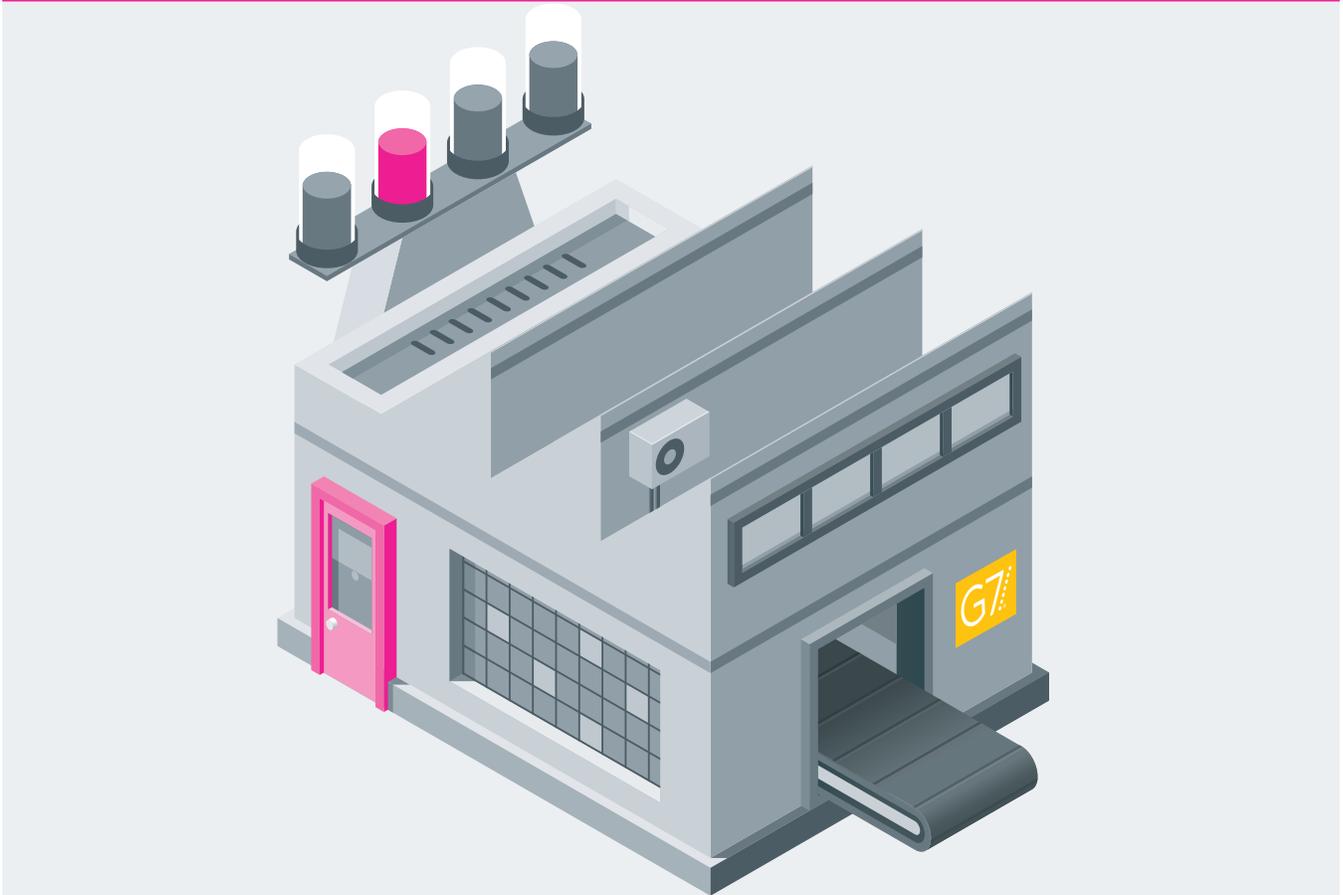


## The value of G7 for print service providers.

[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