

Bulletin

Idealliance Monthly News

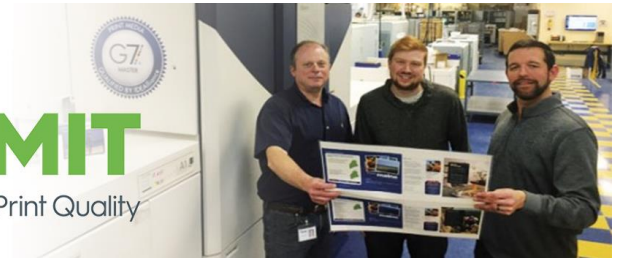
August 28, 2017 • Volume 2, No. 8

Learn How G7® Works—and Can Work for Your Business

The industry's leading color and print production specialists will gather at Idealliance's **G7® Summit** on September 11, from 1 p.m. to 4 p.m. at McCormick Place, Chicago, during the PRINT 2017 industry show.



Trends in Print Quality



G7 is Idealliance's industry-leading set of specifications for achieving gray balance and is the driving force for achieving visual similarity across all print processes.

Whether you're a Certified G7 Expert or novice to print production, the FREE G7 Summit is a must attend for anyone seeking operational excellence in print production. At the Summit, attendees share experiences of G7 and discover what's on the horizon for the world's leading print quality program.

The event will take place in Room 104ab South Building, Level 1, McCormick Place. The program is free but seating is limited, so [click here](#) to reserve your seat now.

The G7 Summit is presented in a 'talk show' format—with each guest speaker joining host Tim Baechle, Idealliance Vice President, Global Print Technologies & Workflows, on stage for a discussion around a G7-related topic.

Summit Agenda

1:00 p.m. – 1:10 p.m.: Welcome to the G7 Summit & Program Update, Tim Baechle

1:10 p.m. – 1:30 p.m.: The Value of G7: What's in It for You?, Greg Buschman, Strategic Account Marketing

1:30 p.m. – 1:50 p.m.: How G7 Immediately Impacted our Business, Ken Huizenga, Spectrum Printing

1:50 p.m. – 2:10 p.m.: Go Big or Go Home—Mastering G7 for Wide Format, Dave Brewer, Image Options

2:10 p.m. – 2:30 p.m.: BrandQ: Why Big Brands Love G7, Ron Ellis, Ron Ellis Consulting

2:30 p.m. – 2:45 p.m.: G7 Beyond Offset—Hybrid Environments, Cory Sawatzki, CGS

2:45 p.m. – 3:00 p.m.: Why Quality Control is Still Key, Jim Raffel, ColorMetrix

3:00 p.m. – 3:20 p.m.: The Wild Side of G7—Printing on Everything (Except Paper), Tim Quinn, Nazdar

3:20 p.m. – 3:35 p.m.: G7: 10 Years After, Don Hutcheson, HutchColor

3:35 p.m. – 4:00 p.m.: Ask the Experts: Open Forum Q&A Discussion on all G7- and Color-Related Topics, Greg Buschman, Ron Ellis, David Hunter, and John Scott Thorburn

For more information, [click here](#) or contact Tim Baechle at (703) 837-1069 or tbaechle@idealliance.org.