

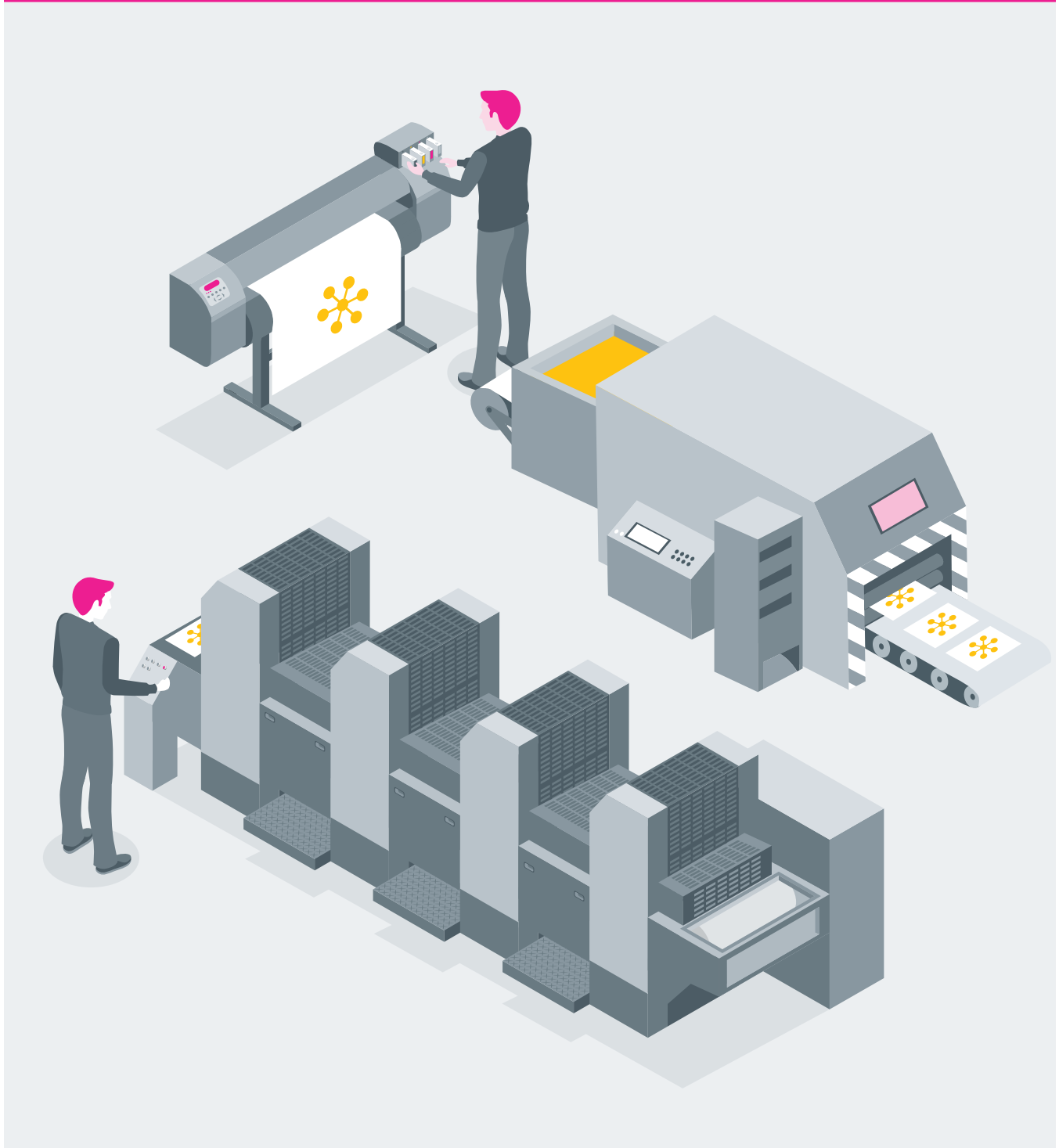
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# The value of G7 for brands, buyers, and creatives.

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

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## 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