



New Certification & Training Program for Brands

BrandQ teaches you how to effectively communicate with your print suppliers

BrandQ live training teaches you proven methods to help you monitor and control print quality across the entire supply chain.

Exclusive Educational Program Developed to Help Brand Managers

Brands that effectively communicate with their production partners see many benefits, including better turnaround times, increased speed to market, reduced costs, and improved brand integrity. BrandQ is a new Idealliance program that will teach you how to optimize communication between you (your brand) and your supply chain partners.

The BrandQ program teaches methods for controlling and monitoring print quality across the entire supply chain. The program provides hands-on training plus useful on-line resources, including an assessment tool, additional training classes, a BrandQ forum and discussion group. Everything you'll need to become a certified BrandQ Expert.

Earn Expertise That You Can Immediately Put to Use

When you participate in the BrandQ live training program, you will learn the basics of quality control and print measurement, working hands-on with the same tools suppliers use.

You will learn about global and custom print standards and how knowing them can help you better communicate your expectations with your supply chain partners.

You will come to recognize the benefits you and your suppliers can reap from the brand alignment process and get guidance on ways to improve your supplier relationships.

BrandQ Live and Online Training

BrandQ offers hands-on training, assessment tools, technical resources, and online education. The BrandQ program teaches methods for controlling and monitoring print quality across the supply chain. Attendees will also receive access to the BrandQ online training program and resources, as well as the BrandQ forum and discussion group.

BrandQ Live Training Program Agenda



Along with live three day training, attendees also receive access to the BrandQ online training program and resources, as well as the BrandQ forum and discussion group.

Day 1

- The Big Idea: what this program will do for you
- Measurement Basics
- Measurement (hands on with live instruments and samples)
- Reference Printing Conditions
- Global Print Standards
- Global Print Standards – communicating standards – Hands On
- Custom Print Standards
- Custom Print Standards – Hands on communicating standards
- Designing for the Print Capability
- What matters to you – print capability, cost, and goals

Day 2

- Design Intent – ICC Profiles and Working Spaces
- CC Profiles and designing for Print Capability – hands on – use of profiles in CS
- G7® Basics
- Evaluation of G7®
- Hands-on G7® – measurement and evaluation of G7® printed materials
- Spot colors – Hands On specification, multiple

libraries, and evaluation

- Paper Relative Theory
- Hands on exercise to explore printed samples and review substrate effects
- Evaluation of Print – How to Tell if a Sheet is Good
- Evaluation of Printed Materials – Hands on

Day 3

- Developing a Communication Document for Print Specification
- Hands-on Developing a Communication Document for your needs
- Pre-assessment Check List
- Proof Alignment Tests
- Hands-on proof alignment with evaluation of multiple proofs
- Printed Material Alignment/Audit Procedures
- Hands-on Printer Material Alignment – evaluation of proof and printed
- Supply Chain Assessment/Let the Data Dictate
- Supply Chain Assessment Discussion
- Review, Q&A & How to Move Forward

Contact Jordan Gorski for additional details.
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