



New Certification & Training Program for Brands

BrandQ teaches you how to effectively communicate with your print suppliers

Brands who effectively communicate and assess see benefits such as improved turnaround times, speed to market, reduced costs, and improved brand integrity.

Taking Print Quality Beyond G7

Communication between a brand and their suppliers is the key to unlocking faster turnaround and reduced costs. BrandQ, a new Idealliance program teaches you how to optimize communication between the brand and supply chain.

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.

You will learn:

- Basics of quality control and print measurement
 - How to communicate your expectations with suppliers
 - How to determine if suppliers can meet your expectations
 - The benefits brands and suppliers reap from the brand alignment process
 - How to improve your brand/supplier relationships
 - How to communicate and control spot colors
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For more information on the BrandQ program visit Idealliance at www.idealliance.com/brandq

BrandQ Training Core Content



The Big Idea

- Summary of content
- Why BrandQ
- What are possible gains?
- Expectations & limitations

Terms & Lingo

- Spectrophotometer
- D50
- CIE LAB
- Delta E
- Print Quality
- Schmoo
- PQX
- CRPC
- Printing Aim
- Characterization Data
- Fingerprint
- Benchmark
- Calibration
- GRACoL
- ICC Profile
- CxF File
- Density
- Spectral
- Gray Balance
- OBA

- TVI
- Print Attributes
- G7
- Substrate Relative Correction

Color Management Basics

- ICC Profiles & Delta E
- Color management in design and proofing, settings to use in Adobe InDesign, etc ...
- Principles of ICC profiles and device independence
- Concept of device characterization
- Characterization targets
- Use of LAB in ICC Profiles> the PCS
- Profiling recipe
- Proof verification – how, why and reading the results

G7 Fundamentals

- What is G7?
- Tonality
- Gray balance
- Paper relative
- TR015 – A specification for Gray
- A calibration method

- Assessment of G7 (simple, more later in measurement)
- Compliance levels
- Practical uses for G7

Measurement Fundamentals

- Measurement devices
- Measurement parameters
- Illuminant/angle
- Measurement condition
- Awareness of inter-device differences

Specifying Printing Aims

- What is a printing aim?
- How printing aims are communicated
- What print attributes should be communicated when specifying a printing aim
- How to specify measurement parameters with a printing aim
- How to specify tolerances with a printing aim



Reference Printing Conditions

- What is a reference print condition?
- CRPC
- What characterization means
- How is a reference print condition different than just measuring a printed sheet?
- The virtual press concept
- What is a reference print condition used for?
- Examples of reference print conditions

Global Print Standards

- Why standards matter
- Well known standards:
 - ISO 12647:2
 - GRACoL
 - Fogra
- Other common standards:
 - CGATS 21/ISO PAS 15339
 - First
 - Japan Color
- How to adapt existing standards

Custom Print Standards

- Why custom standards?
- When to use a custom standard
- Guidelines for creation of custom standards

- Example cases for custom standard creation

Paper Relative Theory

- What is paper relative theory
- The science behind relative paper calculation
- Applications for paper relative theory
- Real life examples of paper relative theory
- How to perform paper relative theory
- Example applications and devices that support paper relative theory

Spot Colors

- Reasons for spot color variation
- Spot color libraries: be specific
- Differences between version of spot color libraries
- Measurement parameters, delta E and spot colors
- Proofing and predicting spot colors
- Proofing and predicting spot color overprints
- Printing and matching spot colors
- Creating spot colors from ECG color sets
- Explicitly specifying spot colors and tolerances
- Pantone Live

Schmoo - Like G7 for Spot Colors

- Concise history of spot color tone prediction
- Schmoo/ISO 20654
- Uses for Schmoo: Proofing and design intent
- Uses for Schmoo: Print calibration and standardization
- Real life application - how to use Schmoo
- Applications and devices that support Schmoo

Tolerances

- Machine capability
- Informal standard tolerances
- Formal standard tolerances
- The cost of perfection
- Determining appropriate tolerances

Development of a G7 Specification document

- Communication tools
- G7 Print Specification Template: Concise yet simple
- Adapting G7 Print Specification Template for your use
- Developing a custom print specification
- Formal acknowledgment of receipt of a print specification



Pre-assessment of supply chain

- Why pre-assess supply chain?
- Determining your supply chain requirements
- Pre-assessment supply chain template
- Scoring potential supply chain partners
- Customizing supply chain assessment template
- Creating a customized supply chain assessment template

Evaluation of G7 based Printing Aims

- Evaluation of G7
- G7 Compliance levels
- Gray
- NPDC
- Solids
- Overprints
- Averages
- Software and hardware used for evaluation of G7

Spot Color Evaluation

- Evaluation of spot colors
- Delta E and spot colors
- Software and hardware used for spot color evaluation
- Communication of spot color aims and troubleshooting

Proofing

- Why test proof alignment between brand and supply chain?
- Proof Alignment Procedures
- Template – Proof alignment test form
- Use of proof alignment test form with specification document
- Software and hardware for use in evaluating proof alignment

Printed Material Alignment Procedures

- Why test print alignment between brand and supply chain?
- Print Alignment Procedures
- Template – Print alignment test form
- Use of print alignment test form with specification document
- Software and hardware for use in evaluating print alignment
- Supply chain ask: How much work = a dedicated press run

Multiple Hands on Evaluations of Print Materials

- Proof Samples
- Print Samples

Viewing conditions

- D50 and proper viewing conditions
- Custom viewing conditions

Non-traditional Print

- Special cases

Supply Chain Assessment - How Much to Measure

- Spot checking
- Continuous or ongoing assessment strategies
- Sampling of sheets/ based on run length and process
- Scoring work
- Evaluation of supply chain
- Post-assessment and action plan

Case Studies in Print Buying

Where Do You Go From Here?

- Applying BrandQ to your brand
- Applying BrandQ to your supply chain
- BrandQ program options

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