Chutian Printing General Company
The First G7 Master in Hubei Province, China

Hubei Daily Media Group Chutian Printing General Company (Chutian) was certified as the first G7 Master in Hubei Province in September 2013.

Step-by-step G7 Implementation on Production

First of all, the brand new G7 compensation curve has been used to replace the previous production curve in platemaking process when outputting CTP. Size of dots on plate record was checked if the value was the same as in the random check in G7. An approach, "Mix Measurement", was used in the actual printing process. That is the production of printing machine was still based on the CMYK density value, but the value was no longer using the previous industry standard (K:1.7-1.8; M and C: 1.45-1.5; Y: 1.0-1.1). It was in line with the personalized value of company equipment and material characteristic. The final Lab value ultimately met ISO12647 standard. However, while check was carried out by the workshop supervisor and quality inspector, colorimetric standard was used. Mr. Guan said G7 was implemented in phases. Production workshop was the first phase to take part in the certification by having Workshop Supervisors and major Production Controllers to apply G7. After that, through training in the production process, ordinary line workers had gradually accepted the idea and methods used in G7, and ultimately achieved the full implementation of G7.

Break Through the Tradition to Implement G7

A new way to subvert the habit and experience in the past decades is inevitably difficult. In the past, the traditional production curve caused serious dot loss, customers often complained that "color was not sharp enough". Press Controller was usually forced to refill ink in order to meet the color standard in the original proof. At the early stage of

implementing G7, complaints regarding quality problems were repeatedly encountered. However, the reason was just the opposite: customers' grumbles focused on the seriousness of dot gain in the midtone and shadow contrast. The reason to this is the production controller was still adding ink according to the old standard. In regard to this, Chutian specially printed "G7 standard sample", with detailed G7 information indicated, and along with color and density value to match with control script. After the repetitive training in the production process, currently all controllers can strictly control color according to the standard.

Four Advantages Brought by G7:

Significant Cost Reduction Leads to Direct Benefits for Enterprises

Mr. Guan added that after the implementation of G7, the ink use has been reduced by 10-15%, and the consumption of paper waste has been reduced by more than 30%. CTP half-tone dot can easily be reproduced. Printing machine becomes easier to "control". Make-ready time of ink control in printing machine is significantly shorter, with some teams save time by approximately 50%.

Data Stabilizes Print Quality, Benefits the Expansion of Customer Base

As "refilling ink" is no longer required to restore the color standard, ink and water balance is much more stable. Ink drying duration is shorter and color consistency can be maintained even printing on different materials. Some customers may request for repetitive reorder. They accept to use G7 as, from a non-professional point of view, they can easily observe that the printing image saturation and sharpness are significantly enhanced in the same photo. Some customers even transfer their long-term printing order to Chutian. In the past, a situation was often encountered: the customer did not provide any color proof as to save costs, but stressed on "saturating the color as much as possible". After all, disagreement occurred between both parties. Nowadays, even there is no sample provided for reference,

all controllers know the importance of printing strictly according to G7. Whenever there is dispute, printer will be back to its leading role if data is presented.

Encouraging Result from High Quality and Quantity

After the G7 certification, the company undertook the printing of "Metropolis Daily" in China, which is a high end promotional material for cosmetics and international apparel brands. Due to the great quantitation and tight schedule, three printing machines operated simultaneously. Apart from a new eight-color machine, the other two had been operated for 13 and 10 years. The result came out that by using G7, color consistency of the same product could be maintained even printed by different machines. The publisher and client are especially surprised by the natural skin color and distinct image outline.

Comprehensive Enhancement on Technological Skill of Staff

No matter in pre-press or printing process, implementing G7 can effectively solve the problem raised by complete dependence on experience and equipment in the old days. Technical staff have a new understanding on color standardization and fine control. The use of G7 for some frontline staff makes operations more efficient, resulting a great enhancement on overall printing techniques.

Revolution Helps Implement G7

The nature of G7 is standardization of printing technology. Certification can be said as an internal technological revolution in the company, a challenge to the monopoly of color control technology on traditional technology. It is easy to implement G7 by mastering the technique of color control in a short period. Hence, it is not only suitable for sizeable companies, but also small and medium enterprises. If companies want to implement G7 certification, internal parties should discuss the objective of implementation and reach a consensus. If there is disagreement, certification

might not reach the expected result. In addition, it is significant to decide the person-in-charge of the program. Finally, after G7 certification, an assessment mechanism is necessary to ensure the effectiveness of daily operations. Being a G7 Master is just a way to achieve printing quality. It is more crucial to maintain a standard daily operation.

Conclusion

In the future, the development of printing companies will not only focus on management standardization, but also on the development of technological standardization. It will effectively reduce the cost of manpower and hence, general technical staff can easily print out high-quality products.