Idealliance Expands Standards' Global Reach

Idealliance will take a significant step forward in its initiative to extend the global reach of color management standards when GRACoL Committee Chair and G7 expert Ron Ellis conducts a keynote workshop on G7 and Brand Q™ programs with a focus on packaging at the Middle East Packaging Summit, Sept. 18-19, in Dubai, United Arab Emirates.

"Our expanding international efforts will be showcased this September, when we'll be officially launching our Brand Q certification program at PRINT 17 in Chicago, I'll be speaking on the program in Brazil, and Ron Ellis will present the Brand Q workshop in Dubai," says Tim Baechle, Idealliance Vice President of Global Print Technologies & Workflows.

Regional Barometer
"The UAE is a progressive market that serves as a barometer for what's going to happen with industry in this part of the world," says Baechle. The packaging market in the Middle East and North Africa was valued at approximately $41.1 billion in 2014 and is forecast to grow to $52.4 billion (2013 prices) by 2019, according to *The Future of Packaging in the Middle East and North Africa to 2019,* a regional market study from *Smithers Pira*.
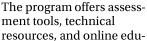

Ron Ellis

"Although we have trained many printers from the Middle East at our programs in India and the Pacific Rim, this is the first time we've had the opportunity to present a workshop in the Middle Eastern region itself," Baechle continues. "And we are really excited to have Ron Ellis presenting this keynote workshop since he has been working closely with us to develop the Brand Q program."

Ellis is an expert in brand quality, color management, automation, and workflow integration. A certified G7 Expert, G7 Process Control Expert, and G7 Expert Trainer, he is also well versed in ISO standards and certified as a PSA consultant and FTA Flexo Level 2 Implementation Specialist. He focuses on creating and implementing working spaces for brands and agencies that allow them to work more efficiently with vendors, saving both time and money.

Brand Q helps brand owners, print buyers, and print service providers maintain brand integrity across multiple locations and printing processes and media through seamless communication of brand and print specifications.

The program offers assessment tools, technical resources, and online education for controlling and monitoring print quality across the supply chain. With today's increasingly complex packaging options and multinational brand circulation, Brand Q training and certification have particular relevance to the packaging market and global applications.

'Proof to Print'
"Standards help service providers be more skilled at what they do. When they meet industry standards they raise the bar of their performance and elevate their organization above the competition," says Baechle. "People have gone through the training all over the world and for every different type of print process—from proof to print—and then applied standards and created process benchmarks.

"Idealliance is here to serve the world and educate the world," he continues. "When you give people standards and show them the why, what, where, and when they're used and how to put them into practice, they soon become an everyday standard for facilities.

"This helps create smooth, unbroken communication between the brand and the print provider, tightening the channel, reducing the cost of proofs, printing, on-site press checks, etc., and letting the brand owner know that the printing service provider they're dealing with is highly proficient," says Baechle. "And that model is as valid in Dublin and Dubai as it is in Dubuque."

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