



Idealliance®

Global CPG implements Idealliance's leading G7® and BrandQ® Supply Chain specifications for optimal production and alignment from print providers

Hye-Jeong Ahn, Managing Director, Idealliance Southeast Asia
& Jordan Gorski, Executive Director, Idealliance

Originally established as a joint venture with Kimberly-Clark in 1970, Yuhan-Kimberly is now a leading home and personal care manufacturer in Korea.

The company's brand design & innovation division's Senior Design Manager, Eun-Jung Kwak, following an Idealliance BrandQ training session in 2018, set off to implement many of the leading best practices and global supply chain standards taught as part of her BrandQ® training and certification as a BrandQ Manager. Since then, Yuhan-Kimberly, working closely amongst their supply chain partners, has successfully achieved a 30% reduction in production cost.

Ms. Kwak's role in the supply chain as a design manager, reviewing and providing feedback and direction to service providers, while also communicating to internal stakeholders advising on product design and packaging, was a commonly seen position tasked with managing multiple, misaligned expectations and capabilities. Tasked with providing expertise for color critical production as part of commercialization across a wide product line Eun-Jung set off to learn more on how to manage print production, global color alignment, and communication through the BrandQ program offered by Idealliance and its international affiliate offices to support these very topics. "Prior to my training, the color managing strategy for our business unit relied on continual review of print characterization and production data through close participation in press runs and sign-offs," Ms. Kwak detailed, "communicating this back to our creative team and design managers often saw less than ideal results for the expected output of these product designs, and at the same time, production delays with the ongoing printability of these products posing even more challenges."

After learning the value of the global G7® print specification, which ensures a consistent visual appearance, regardless of how a product is printed, and the aligned reference print conditions that rely on G7 for their definition of color, Yuhan-Kimberly drove press trials amongst their providers to achieve the same input and output amongst their production workflows from design to print. Once these expectations were established, communicated, and implemented, the Yuhan-Kimberly team found them tasked with less ongoing onsite press run oversight. "As we saw color expectations set amongst our designers, all the way down to our print providers, color management became a harmonious process we soon were able to manage online, rather than onsite," said Kwak. Reworks of artwork, proofing, and cylinder making led to lower costs from Yuhan-Kimberly's prepress providers. The high-cost of cylinder remakes for gravure production was a significant opportunity for Yuhan-Kimberly and its prepress provider to reduce job cost, and turnaround times.



Supply Chain Alignment Process Established Through Standardization of Yuhan-Kimberly Color Profiling Across Design, Proof, and Production.

Courtesy of Yuhan-Kimberly.

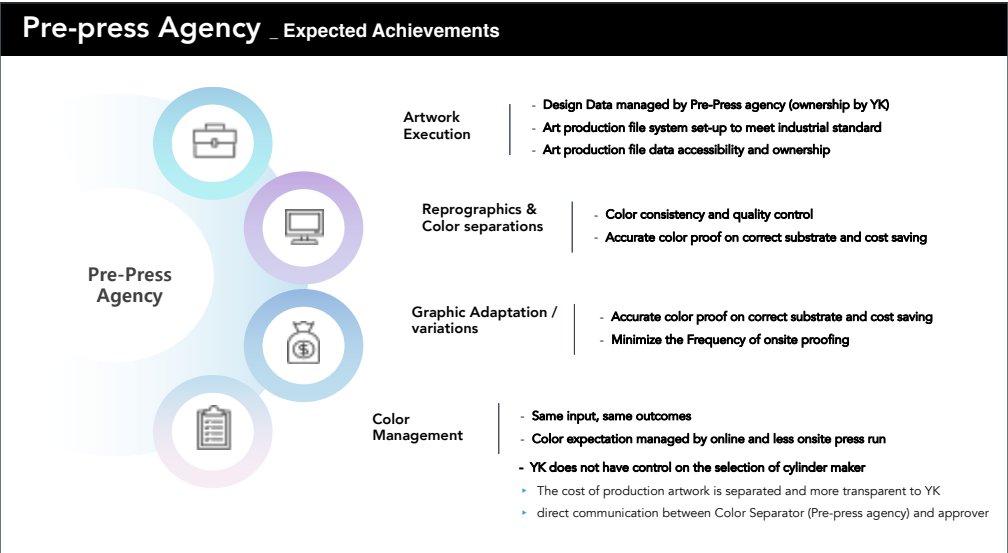
Print standards, education, and certification served this supply chain to ensure all participants were speaking the same language regarding production expectations and capabilities, and working towards the same targets, while also being closely monitored to ensure ongoing alignment and process control driven throughout these processes.

Not only were standards established, but certification was also established by the supply chain partners of Yuhan-Kimberly to demonstrate ongoing conformance worldwide. Each portion of the supply chain experienced production variability that led to higher costs amongst art production, proofing and mockup, print production, and travel to directly oversee and correct these issues. File variability, accessibility, and ownership compounded the color inconsistency and quality issues seen on press otherwise. Ms. Kwak saw the G7 Master certification program and BrandQ Supply Chain Facility certification programs as resources to establish the expectation of ongoing achievement of color and production control. Ensuring that art production and proofing, and cylinder production for gravure output was aligned with the print production requirements established for all global G7 Master Facilities throughout the print supply chain gave the team a concise benchmark, that with maintenance, demonstrated that all participants were aligned on expectations and the process control they needed to maintain these standards.

“Our prepress agency, Handoo Package Co., Ltd, quickly worked to meet the expectations of the G7 Master program to earn certification, and demonstrated to us, also with validation by Idealliance and their independent

analysis, that artwork and separations, proofing, and cylinder making, were aligned to the defined G7 based color management requirements we set out to have our entire print supply chain achieve,” explained Eun-Jung. “We knew working with certified G7 Masters, around the world, that we could then expect the same level of quality from all of our providers, if they were able to meet the international standards-based compliances defined by Idealliance’ s program.”

Ultimately after following the guidelines of the BrandQ program for full print and packaging supply chain alignment specifications, including G7, led to a simplified and cost-effective communication, with the same inputs by designers and creatives, leading to aligned output by the print providers and converters at the end of Yuhan-Kimberly’s print and packaging supply chain. Color quality went from a process that needed to be closely managed with onsite press checks, to a virtual press approval process dependent on



Pre-Press Expectations & Results Established Amongst Supply Chain Members.
Courtesy of Yuhan-Kimberly.

validation and communication of the print production, based on the best practices defined in the industry by Idealliance and ISO standards. Yuhan-Kimberly was also able to work more closely with their prepress agencies and print production to reduce cost throughout the entire production process from artwork to file output, and production.

To learn more about G7® and BrandQ®, and how Idealliance aligns the global print supply chain through training and certification across the print, packaging, and graphic communications industry, visit www.idealliance.org.



Idealliance®

Who We Are

Idealliance is a pioneering print industry association. We engage partners across the entire supply chain, making us different from other trade associations. Idealliance and its members create solutions to workflow barriers using real-world standards and guidelines. We then go a step further, simplifying the complexity of our workflow improvements by training and certifying your team, and by certifying the facilities and technology essential to your business.

Become a member of Idealliance to receive discounted access to exclusive Trainings & Certifications, as well as access to the industry leading Print Properties Committee, and other great member-only content.

Learn more about G7: idealliance.org/G7

**Sign up for G7 Expert Training & Certification:
idealliance.org/g7training**

About G7®

G7® is the most sought-after certification in the world and is the driving force for achieving visual similarity across all print processes.



About PRINTING United Alliance

PRINTING United Alliance is the most comprehensive member-based printing and graphic arts association in the United States, comprised of the vast communities which it represents. The Alliance serves industry professionals across market segments with preeminent education, training, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from the leading media company in the industry – NAPCO Media. Now a division of PRINTING United Alliance, Idealliance is the global leader in standards training and certification for printing and graphic arts operations across the entire industry supply chain.

PRINTING United Alliance also produces the PRINTING United Expo, the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place.

