BrandQ Certified Supply Chain Facility ISO 19303-1

BrandQ Supply Chain Facility Certification based on ISO 19303-1 is critical for any printing and packaging service provider in the consumer-packaged goods market. This elite status as BrandQ certified demonstrates to brands, brand owners and print buyers, that a packaging and printing facility meets the highest quality standards. Idealliance BrandQ® Supply Chain Facility Certification is effective, efficient, and aligns the supply chain.

PACKAGING SUPPLY CHAIN FACILITY CERTIFICATION

Idealliance BrandQ certification is designed to be clear, concise, and affordable. It enables communication between brand owners and suppliers, so it is clear on brand owner's expectations, evaluation methodology, aims and tolerances, and validation process. BrandQ certification is designed with a low cost of entry in contrast to existing programs that are costly and cumbersome, put a stranglehold on printers, and do not provide an efficient nor effective way for brands to assess the supply chain.

BrandQ Supply Chain Certification assesses key aspects such as process capability, performance, process control, color management, ISO Standards implementation, proof and press alignment, spot color rendering, premedia capabilities, G7 calibration, and includes detailed reports and analysis. In addition to enabling brand communication, BrandQ provides a comprehensive evaluation of the suppliers and how they are meeting brand expectations and needs.

In addition to a capability on-site audit, BrandQ, serves as a centralized communication tool, providing a direct channel of communication between the brand owner and the supply chain. BrandQ Certified Supply Chain Facilities are qualified to handle the most demanding jobs in the world. BrandQ Certification assures a high level of quality and performance and helps the supplier work to retain this distinction.

Idealliance. BrandQ®

Contact Jordan Gorski, VP of Global Certification Programs for additional details.

703-837-1096 | jgorski@idealliance.org

WHAT DOES BRANDQ SUPPLY CHAIN CERTIFICATION MEASURE?

Idealliance BrandQ® Supply Chain Facility Certification base on ISO 19303-1 provides comprehensive documented 3rd party audited proof that the highest standards of performance are in place in the form of certified credentials, reports and regularly scheduled audits for those serving brands and brand owners of consumer-packaged goods. Idealliance BrandQ Supply Chain Certification includes three components:

1. **Idealliance BrandQ Supply Chain On-site Audit:**
   - Working Space
   - Specifying Printing Aims
   - Evaluation of Proof and Material to Aims
   - PDFX Fundamentals
   - Data Reception & Creation
   - Platemaking/Pre-Press
   - G7 Calibration Implementation
   - Ink & Chemistry
   - Color Theory
   - G7 Theory Understanding and Practice
   - Applying CIELAB and G7 Color Metrics
   - Relative Paper Theory and Application
   - Process Capability and Classification Performance
   - Soft Proofing
   - Process Control
   - Trending & Analysis
   - Hardcopy Proofing
   - Viewing Conditions
   - G7 Compliance Levels
   - Client Training-All Levels
   - ISO Documentation
   - Digital Calibration
   - Standard Operation Procedures
   - Digital Test
   - Spot Colors including Solids and Tone Value Increase
   - Proof Alignment
   - Press Alignment

2. **Proof and Print Evaluation:**
   - G7 Master Qualification methodology
   - Contract proofs and press sheets to be evaluated by the 3rd party independent lab
   - Evaluation report

3. **Quarterly Assessment (optional):**
   - G7 Master Qualification methodology
   - Quarterly evaluation report

A BrandQ Certified Supply Chain Expert, is certified to perform the on-site facility audit and provide a comprehensive overview (BrandQ Supply Chain Audit) of a particular facility, provide a detailed report of benchmarks as well as areas of improvement to be measured and managed. While the BrandQ Expert is on-site, he or she is also responsible to oversee the production of a comprehensive set of proofs and prints to be evaluated by the 3rd party lab.

Ultimately, Idealliance BrandQ Certification leads to overall operational efficiency, process control, measurement controls, and data that can be shared between a print service provider and brands, brand owners and print buyers in order for everyone to enable efficient communication and data exchange, while having a great understanding of a print service providers ability to not only meet the highest demands of quality, but also maintain the highest standards of quality. This communication protocol creates a wonderful partnership for job specification exchange, regardless of language and regardless of location in the world.

IDEALLIANCE BRANDQ GLOBAL REGISTRY

The BrandQ Central Global Registry, a highly secure and password protected communication repository, which allows brands and brand owners to write their specifications, store them in the registry and share them with their supply chain. These are same specifications that the BrandQ program is validated from through the auditing process.

IDEALLIANCE BRANDQ GLOBAL DIRECTORY

The BrandQ Global Directory is a global, audited database of every BrandQ Certified Supply Chain Facility in the world including a database of BrandQ Experts which are qualified individuals that have obtained the credentials to perform BrandQ Certified Supply Chain Facility Audits.