



Bulletin

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Dual G7®, BrandQ® Training Sessions in Seoul

The Idealliance Southeast Asia & Korea office joined with Canon Korea and the Seoul Printing Center in Seoul, South Korea, to host dual in-depth Idealliance G7® and BrandQ® training sessions at the Canon Korea training center this month that certified 18 G7 Experts and Professionals and 16 BrandQ Experts.

The four-day sessions in Seoul were led by G7 and BrandQ Expert Trainer Ron Ellis, who gave participants first-hand experience in implementing the G7 methodology for calibration, process control, and extraordinary color management through live press runs to achieve calibration according to the G7 methodology and global specification.

Training focused on live demonstrations of color management for all printing applications utilizing the G7 methodology and specification designed to align all print technologies, including digital, flexo, offset, gravure, proofing, and any print process for tremendous visual consistency, process and quality control, color management, and workflow optimization.

Attendees who achieved G7 Expert status are certified by Idealliance as proven leaders in print production and global standards to align all proof and print applications regardless of process, ink, or substrate. As G7 Experts, these individuals serve their print supply chain by reducing costs, speeding product to market, and improving and maintaining their client's brand image and print production requirements.

towards the same goals, and align their efforts to meet the highest standards of packaging and facilitate effective communication between brands and suppliers through clear and concise objectives with the use of standards, colorimetry, and metrology.

"We are proud to have these industry professionals certified as BrandQ Experts and G7 Experts," says Jordan Gorski, Idealliance Director of Global Certification Programs. "They have shown tremendous aptitude, know-how, and experience aligning devices, workflows, and the various aspects of the print and packaging supply chain to increase communication, operational efficiency, quality, and reproducibility. They can support their customers and print supply chain partners from design and conceptualization of branding and printing to prepress workflow optimization and throughput, standardization and leading practices for the highest possible print quality and control, and communication."

Proven Leadership

"With the in-depth hands-on training at both events, these BrandQ Experts and G7 Experts have proven leadership in supporting the print supply chain," he continues. "Through the leadership of Idealliance Southeast Asia & Korea, the global supply chain continues to strengthen itself and grow through services to empower these individuals with the skills and experience to excel in their roles as OEMs, workflow specialists, print buyers, designers, and consultants, and by building on their own experiences as color experts in support of the entire print supply chain."

Speak the Same Language

In-depth BrandQ training focused on aligning the packaging supply chain for brand management optimization, communication, and collaboration to serve brand owners, brand managers, and the entire printing and packaging supply chain. Through BrandQ, all participants in the supply chain speak the same language, work

Idealliance Southeast Asia & Korea is a worldwide leader in supporting the print packaging, publishing, and aligned graphic communications industries, not only across Southeast Asia and Korea, but, through the global Idealliance network, around the world, bringing the industry's brightest minds together to shape the industry through training, certification, leading practices, collaboration, innovation, and working groups.

[Click here](#) for more information about BrandQ and BrandQ training opportunities. For more information about G7 and G7 training opportunities, [click here](#) or contact Jordan Gorski at (703) 837-1096 or jgorski@idealliance.org.

