

Idealliance®

# Pantone Leads in Color Communication

With G7® Calibrated Pantone  
CMYK and Color Bridge  
Guides to Support Millions  
of Printers and Designers  
Around the World



**For over half a century, Pantone has been producing color guides with their Pantone Matching System™ (PMS)** to help designers, printers, and ink suppliers communicate their color needs from proof to print. More than 10 million designers and producers around the world rely on Pantone Products

**More than 10 million designers and producers around the world rely on Pantone products and services to help define, communicate and control color from inspiration to realization.**

and services to help define, communicate and control color from inspiration to realization. Despite the widespread use of the guide books, however, getting the right color has historically been a difficult task.

From miscommunication (e.g., “Why can’t they match my color?”) to frustration (e.g., “The Brand rejected the sample again.”) and unnecessary reworks (e.g., “We can’t accept this sample, please resend... again”), there was something missing. That something was G7® calibration.

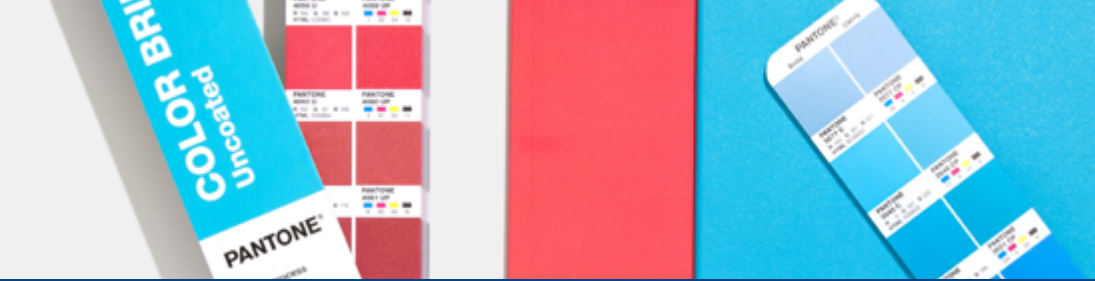
As Lou Prestia, the senior product manager for Pantone Graphics Products, explains, “Before we used G7 calibration, unless you printed it on our press, you might not get that exact color. There’s a lot of confusion and disappointment. If you’re the designer, you think you have the right color. Then you see the first proof, and you’re frustrated because it doesn’t look right. The printer promises to adjust it, but they charge for the service.”

The Pantone story is a long-term story on how they have begun to integrate G7 into their offerings to make designers’, brands’, and printers’ lives easier and allow them to control their color.

The G7-aligned CMYK and Color Bridge guides make it even easier to get more accurate and consistently achievable results in real-world printing conditions, because they are printed using G7® calibration and adhere to G7 Master compliance specifications using the G7-based characterized reference print conditions (CRPCs) for coated or uncoated printing (depending on which guide is being used).

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**G7 aligned color guides make life easier for designers, brands, and printers.**



For printers who print with G7, and for brands who require their print providers to be G7 Master Printers, that means less waste, less production time, more efficient makeready, and fewer headaches—for every job, anywhere in the world.

That's the real problem G7 solved for Pantone and its users—lack of control. “We wanted to make it so that if a designer uses the modern CMYK values, either in the CMYK guide or in the Color Bridge, they can take those values to a shop that's G7 Master qualified and get a G7 proof, or if they're really good, G7 color-space compliant press work, and it'll look just like what they expected with a visually similar appearance.”

With G7, everyone in the supply chain can have confidence that their colors are achievable on almost any conventional or digital press.

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**To designers,** it means more focus on designing and less on everything else: faster turnaround as design occurs internally rather than on press; reduced cost of proofing and shipping prior to print; less need for on-site press checks, travel, and other tasks based on visual approval methods.

**To brand managers** it means higher brand loyalty because color remains consistent across all brand products on first run and reprints, no matter the packaging or substrate.

**To print providers** that are G7 Master Qualified and print to the Colorspace level, it means that they can get up to color quicker, and expect to perform less color correction, resulting in savings on every job from proof to print with less waste and better efficiency.

If you are a G7 Master Qualified facility, you already have a valuable certification to remain competitive—and now you have a Pantone Guide that works with G7—you will be unstoppable.

If you're a business owner, CEO, COO, or production manager in a print production facility, this is a slam dunk story. Implementing G7 will ensure a consistent, neutral print appearance and easily achieved G7 calibration baseline, while also allowing you to easily rely on tools used worldwide like the G7 based Pantone Guide to communicate color and expectations with your customers.

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Pantone is proud of what they've been able to accomplish by delivering G7 based print standards for their products. "I hope to make the designer's life a little bit easier, and, by extension, the printing company's life a little bit easier. I wanted to give a little bit more of that instant gratification. I'm convinced, that by creating both our Color Bridge and our CMYK guides to G7-calibrated reference, we're serving our customers better now, and in the long-term," says Prestia.

Contact Idealliance to learn more about G7, how G7 can align your print production and supply chain, and how to become a leading certified G7 Expert or G7 Master Printer.





# 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](https://idealliance.org/G7)  
Sign up for G7 Expert Training & Certification:  
[idealliance.org/g7training](https://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 G7 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 location.

