



**Q: What is a G7 Master?**

**A:** G7 Master status is granted to a physical facility, equipment and systems. Example: ABC Printing Company's proofing and printing presses at the location Anywhere, USA have been qualified as a G7 Master. G7 Master Status indicates that this facility has calibrated its equipment and systems to G7 gray balance and neutral tone curves and is capable of delivering G7 proofs and print products. While many G7 Masters are printing companies, creatives and premedia shops may also be qualified as G7 Masters. G7 Master Qualification is valid for one calendar year and must be renewed annually. The company must also be a member of either IDEAlliance or the G7 Network in good standing.

*Note that this is not a Certification, it is a Qualification. No tolerances are imposed at this time. The program may evolve into a true certification in the future as industry data is gathered to support a certification process.*

**Q: Why are print buyers making G7 a requirement?**

**A:** Typically a print-buy is either distributed geographically or distributed across different print types. So, for example, a buyer may want to purchase marketing collateral, packaging and signage with the same brand imagery. Clearly the substrate, gamut and other print characteristics will vary for the different print products. But if all the print products have the same gray balance and neutral tonality defined by G7, they will look remarkably alike to the human eye. Because buyers believe the similarity of the visual appearance across print products is critical, they now make G7 a buying requirement.

**Q: I want my print/proofing facility to be qualified as a G7 Master. How do I go about getting this accomplished?**

**A:** To have your location become G7 Master Qualified, the following must happen:

1. A G7 Expert must work with you to educate your staff about G7 and calibrate your proofing systems and/or presses.
2. If you have your own in-house G7 Professional trained by IDEAlliance, that staff person can calibrate your systems, but a G7 Expert must review and approve the calibration data to finalize the qualification. G7 Professionals do not need a G7 Expert to review their data for the annual Masters re-qualification.
3. Your company must be a member in good standing of either IDEAlliance or the G7 Network.

**Q: How much does it cost to become G7 Master qualified?**

**A:** There are two sets of fees to become a G7 Master.

1. First is the cost of employing a G7 Expert consultant. G7 Experts who are providing G7 consulting services can be found at [www.g7global.org/experts/](http://www.g7global.org/experts/). These expert consultants

are fully trained to qualify your proofing and printing equipment & systems. Fee's are paid directly to the consultants and determined/negotiated directly with them. IDEAlliance does not set consultant fees. Consultants are responsible for submitting the G7 Master application to IDEAlliance.

2. Upon submission of the application, IDEAlliance will invoice you for two fees:
  - G7 Application Fee (one time): US\$400.00.
  - G7 Network Membership Fee (annual) US\$690.00 for a two year network membership.

Note: Some consultants include in their fee the above costs. Check with your G7 Expert consultant.

**Q: How long does my G7 Qualification last? How do I re-qualify?**

**A:** The G7 Qualification lasts 1 year. You must re-qualify at the end of each year.

To re-qualify you must submit the re-qualification application to IDEAlliance along with your curve corrections that indicate your G7 calibration is being maintained. You may either work with a G7 Expert, or if you have your own in-house G7 Professional trained by IDEAlliance, that staff person can submit the re-qualification on your behalf. There is a re-qualification fee of US\$95.00 paid to IDEAlliance. You can download application forms for re-qualification from <http://www.g7global.org/resources> .