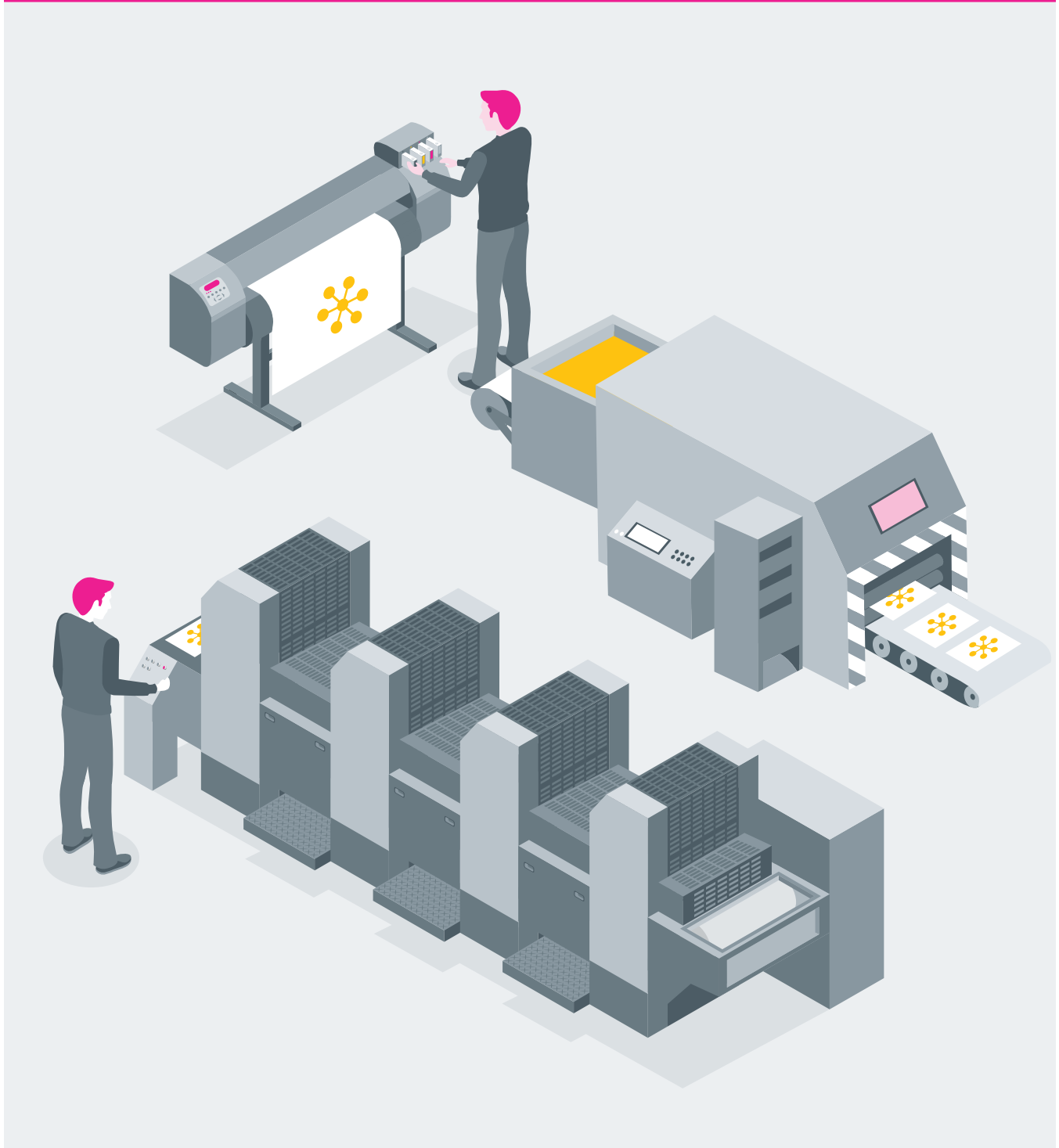


The value of G7 for brands, buyers, and creatives.

Idealliance.org/G7



WHAT IS G7?

G7 is an industry-leading set of specifications for achieving gray balance. It is the driving force for achieving visual similarity across all print processes. Simply, it is a universal calibration methodology that brands, buyers and creatives seek out to ensure the integrity of their brands.

The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality



G7 can be easily applied to any printing system—whether it's offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet or dye-sublimation.

THE BENEFITS OF G7

Brands, Buyers & Creatives use qualified G7 suppliers because...

Consistency

- Color is an important part of why people embrace (or reject) a brand
- Color greatly contributes to perceived value of quality
- Color and color quality enhance consumers' experience with the product and add to its public reputation
- Color is one of the most emotional attributes of a brand
- Color consistency reinforces trust. Inconsistency with colors associated with a brand subconsciously diminishes it, and erodes brand loyalty

Efficiency

- Reduced design times, faster turnaround as design occurs internally rather than on press
- Reduced cost of proofing and shipping prior to print
- Reduced need for on-site press checks, travel, and other tasks based on visual approval methods
- Reduced waste and make ready time during press runs
- Higher consistency in reprints

Communication

- Data exchange for purchasing and print buyers to assess supply chain performance
- Clear expectations for supply chain partners regarding acceptable work
- Overall increase in consistency, efficiency and savings

WHAT BRANDS, BUYERS AND CREATIVES ARE SAYING?

"Our quality depends on G7 as the common factor with all print facilities."

—DONALD PRUST, NEIMAN MARCUS

"As a premium brand, it's critical to have a process that a supply chain can align to when it comes to shared color appearance."

—BARRY SANEL, DIAGEO