

## Certification & Training Program for Brands and Suppliers

Effectively communicate with your print suppliers.



BrandQ teaches proven methods to help you monitor and control print quality across the entire supply chain. BrandQ offers hands-on training, assessment tools, technical resources, online education, and in-depth auditing to align brands and their supply chain.



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The Idealliance BrandQ programs includes two types of certifications to align brands and the packaging supply chain.

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## BRANDQ CERTIFICATION FOR INDIVIDUALS

### BRANDQ MANAGER

BrandQ Manager certification is an educational certification program that teaches the entire packaging supply chain from design to proof to print to delivery, through communication, the importance and knowledge of setting expectations, measuring expectations, and delivering expectations consistently, time and time again in the most quality critical industry in the world. After completing BrandQ training, either live or online, Idealliance will award BrandQ Manager certification to an individual who has completed the training and exam. Participants also receive access to the BrandQ online training program and resources, as well as the BrandQ forum and discussion group.



### BRANDQ CERTIFIED SUPPLY CHAIN EXPERT

BrandQ Certified Supply Chain Expert certification is a comprehensive certification program covering the entire packaging supply chain. BrandQ Experts build partnership between brands and their production partners to align the supply chain through metrology, colorimetrics, standards, and specifications. After completing training, an online certification exam, and demonstrating competence during a live hands on test and print assessment, Idealliance will award a BrandQ Certified Supply Chain Expert certification. This certificate validates that the individual has taken training and demonstrated mastery of key brand and supply chain criticals aspects of production and alignment and will be able to perform BrandQ facility audits. BrandQ Certified Supply Chain Experts will be listed in the Idealliance BrandQ global directory and recommended as trainers and implementation specialists for BrandQ. Participants also receive access to the BrandQ online resources, as well as the BrandQ forum and discussion group.



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## BRANDQ CERTIFICATION FOR SUPPLIERS

### BRANDQ CERTIFIED SUPPLY CHAIN FACILITY ISO PROCESS STANDARDS

BrandQ Certified Supply Chain Facility ISO Process Standards is a certificate, issued to suppliers who can demonstrate capabilities and performance that meet a brand's needs. After completing an audit, Idealliance will issue a BrandQ Certified Supply Chain Facility certificate to suppliers. While there is a general BrandQ audit that suppliers may take, the audit is designed to be customized by brands for their specific requirements. The audit consists of an assessment of software, hardware, staff knowledge, and a demonstration of performance by the audit site.



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## EARN EXPERTISE THAT YOU CAN IMMEDIATELY USE IN YOUR BRAND SUPPLY CHAIN

When you participate in the BrandQ training program, you will learn the basics of quality control and print evaluation, working hands-on with the same tools.

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For more information on the BrandQ program visit [Idealliance.org/BrandQ](https://Idealliance.org/BrandQ)

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