



Process Control and Standardization with G7

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Vertis Communication

IDEAlliance International

- **Broad-based, International Membership**

- **International Affiliates**

- **Advanced Printing Technology Centre (APTEC) - Greater China**
 - Brenda Pang
 - **Graphics World - Korea**
 - Hye-Jeong Ahn
 - **Standard Color, S.A. DE C.V. - Mexico**
 - Mariana Sierra
 - **CIGRAF - Colombia**
 - Gustavo Rodríguez



GRACoL, SWOP and G7 and International Standards

- ISO 12647-2,3,4,5,6,7,8.....
- ISO 15339
 - 7 Dataset All made with G7
- Packaging Retailers



GRACoL, SWOP and G7

- ISO 12647-2,3,4,5,6,7,8.....
- G7 compliant to ISO requirements

“G” for gray balance

“7” ISO ink
colors



G7 Methodology & Calibration

- G7 is the IDEAlliance Proof-to-Press Process
- ISO has adopted G7 methodology as near neutral calibration in TS10128
- Method of calibrating ANY press or proofer to achieve a common visual appearance
- Based off shared neutral appearance



ISO TS 10128

- Utilizing output characterization datasets
- Calibrate your devices with:
 - TVI curves
 - Near neutral Calibration curves (G7)
 - ICC profiles or links



ISO 15339

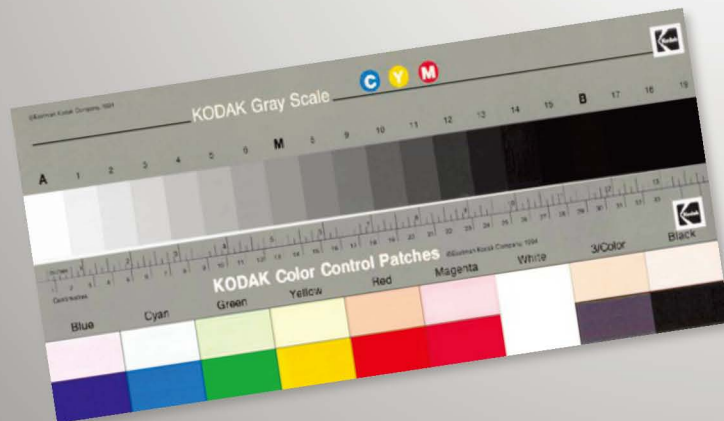
- 7 Datasets built using “standard print conditions
- Equal TVI to comply with ISO
- Near Neutral or G7 Calibration



G7 is a visual solution



- Photography used gray scales for over 100 years
- G7 uses the same concepts for printing



Gray Balance has been used by photography professionals for years.



In the 1970's Gray Balance Cards were used to confirm gray balance in photography.



Gray Balance is not a new concept, but just a forgotten one.



Key Concept: Shared neutral appearance

- Same CMYK file after G7 calibration...



GRACoL



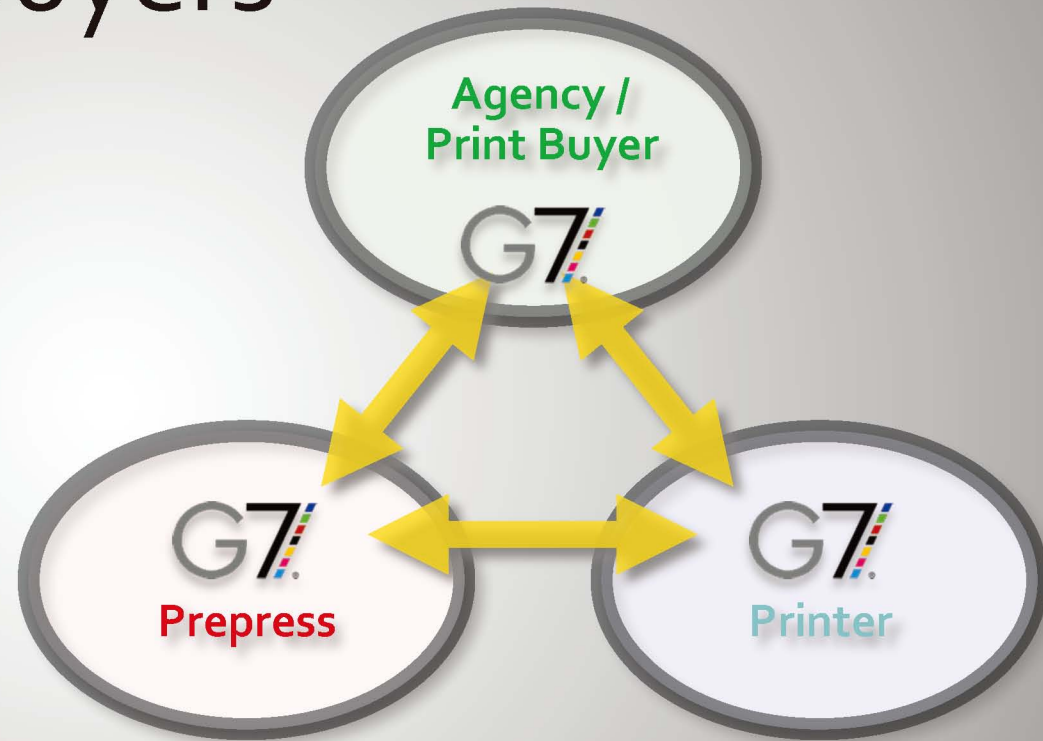
SWOP



Flexo

G7 Benefits for print buyers

- Easier and cheaper file sharing between different print sites or technologies
- Less danger of “accidental re-purposing”
- **G7 Master Printers** meet the latest printing specifications and deliver the most consistent, repeatable work



How to Get started

- Visit www.gracol.org
- Use G7 Settings in Adobe® Creative Suite®
- Ask for G7 Proofs and Printing
- Contact a G7 Expert

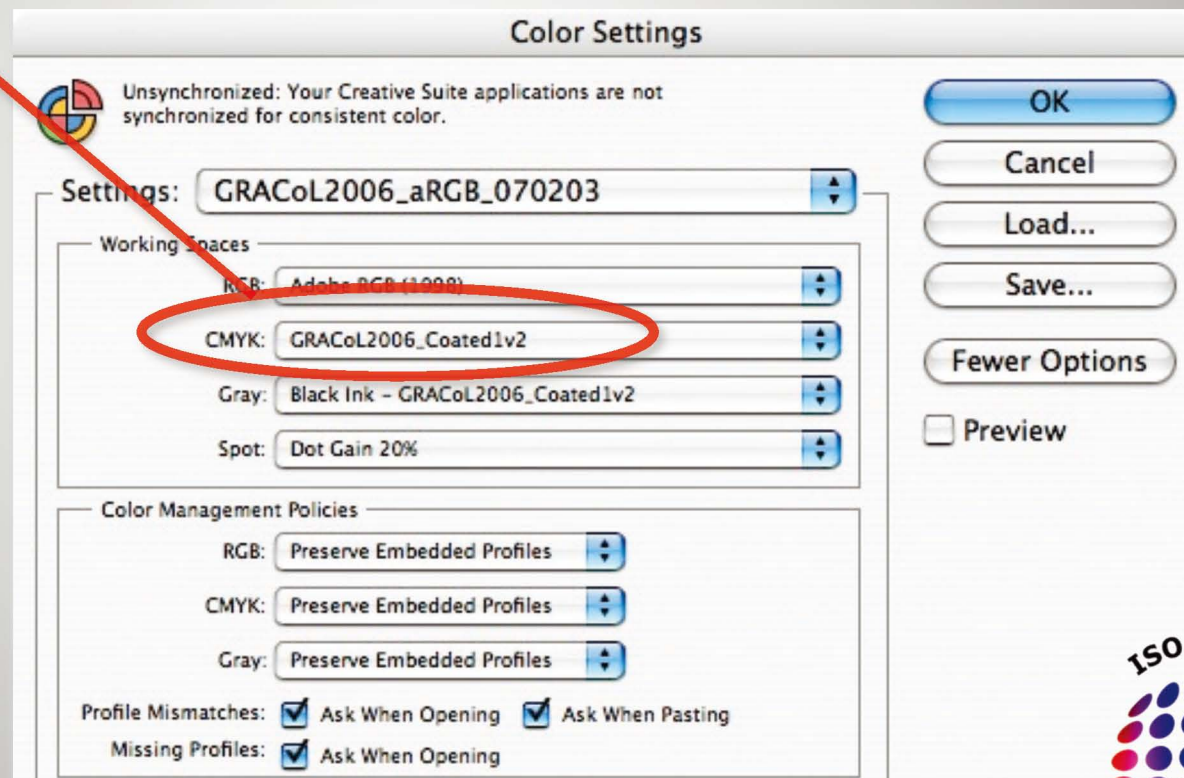


G7 Color Settings (for Adobe® Creative Suite®)

Free profiles at
www.gracol.org

GRACoL2006_Coated1v2.icc
or SWOP2006_Coated3v2.icc

Free GRACoL &
SWOP .csf Color
Settings Files



G7/GRACoL/SWOP Proof Control

- Make sure every proof has an
**IDEAlliance ISO 12647-7 Color
Control Wedge 2009**



Free at
www.gracol.org



New Development G7 and GRACoL

- Pre-Qualification
- Reporting
- Requirements for Qualification



Tolerance requirements

- Development of Near Neutral Tolerances:
 - Sheetfed Coated G7 Master Printer
 - Web Offset G7 Master Printer
 - Digital Printer
 - Screen Printer
 - Flexographic Printer
- ISO Certification 16761
 - TVI
 - Near Neutral Calibration
 - Color Management



Standards in Global Packaging

- Walmart
- Tyson Foods
- Diageo
- Radio Shack
- Target
- Caphlon
- Mission Foods

BJ Wholesale

PetCo

Mattel

Birds Eye Foods

Pepsi

Rubbermaid

Pepsi- Frito Lay



Ensuring Brand Equity Through Communication

- How standards (communication tools) meet the needs of CPGs (Consumer Products Groups)



ISO 13655, G7 and CxF

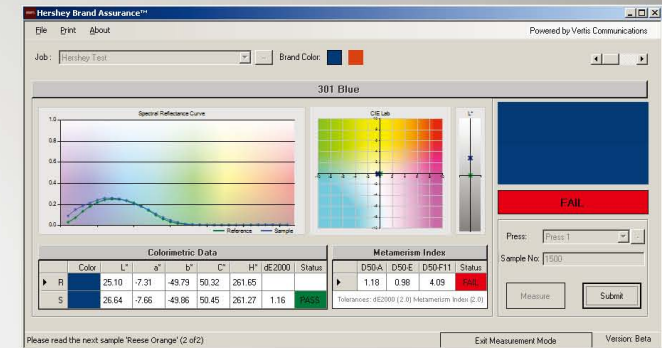
- Standard in measurement and documentation
- Using G7 Calibration
- Defining Brand Colours with Spectral data
- Delivers Brand Consistency across multiple substrates
 - Poly Bag
 - Folding Carton
 - Injection molding
- All printing types
 - Flexo
 - Offset
 - Gravure



CxF (color exchange format) data

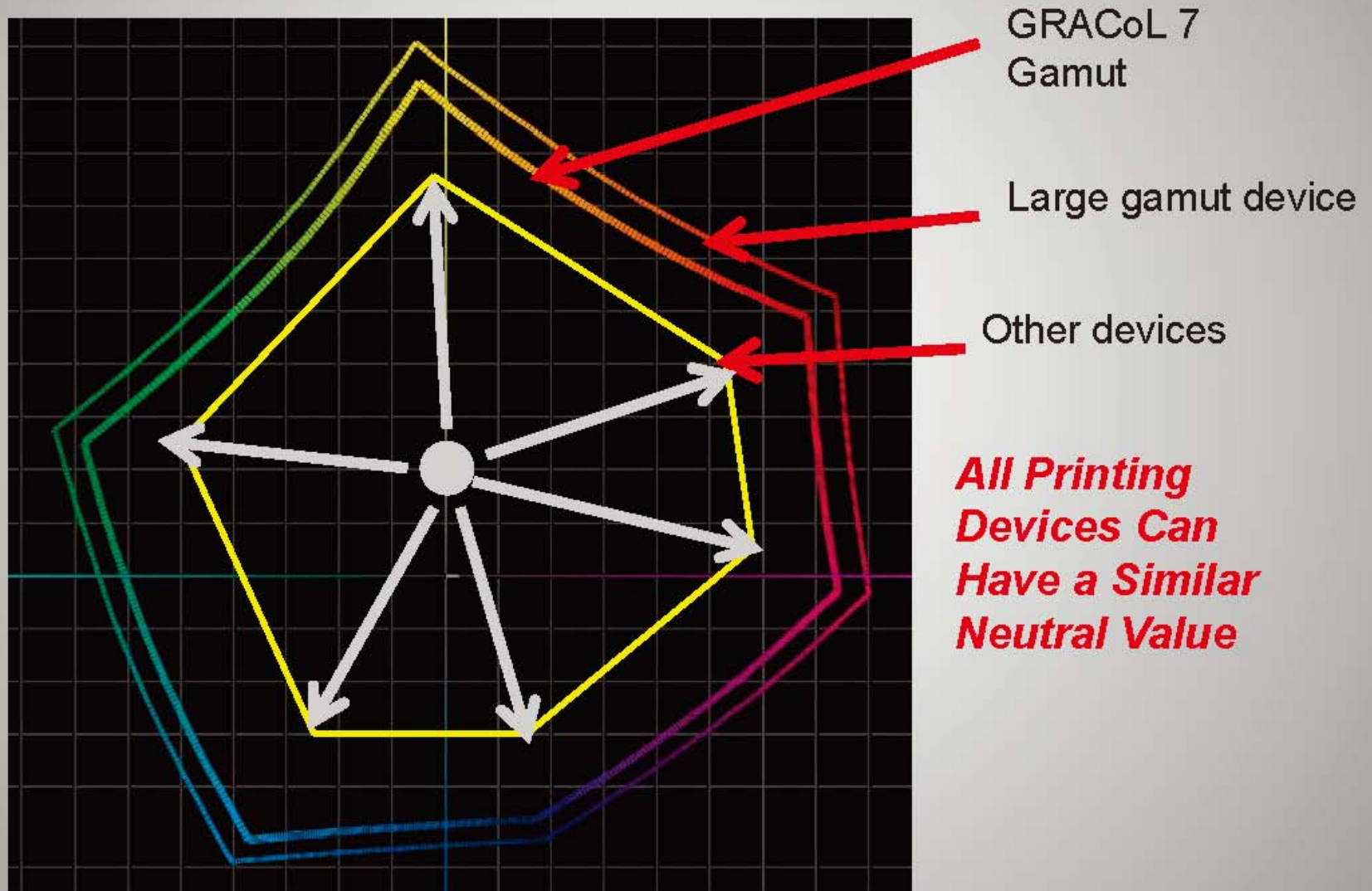
- Defines Brand Colours with Spectral data – easy global communication
- Required for Matching in multiple lighting
- Defines Opacity of ink
- Tints matching customer expectations
- Lab values for proofing

Contact your ink supplier – they can provide ink to spectral recipe



How can a printer make very different print devices
with very different ink sets print similar color?

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Common Appearance

- G7 or Near Neutral Calibration
- Communication of Brand Colours
 - CxF data – defines brand data
 - ISO 3200 has placeholder for CxF data in PDF's
- Provides assurance of Accurate Brand Equity



Thanks for the opportunity



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