Numerous variation possibilities of different presses, substrates, printing inks and types as well as operating and process conditions hold thousands of potential error combinations. Here, a uniform, standardized approach to color management is the only reliable starting point for eliminating these possible pitfalls and create a shared visual appearance across different devices and multiple locations.

HIT COLOR TARGETS WITH HIGH ACCURACY

Idealliance’s G7® method is a global industry-leading set of specifications for achieving visual similarity across all print processes by increasing consistency and efficiency in print quality. G7® is a universal calibration methodology for CMYK printing process that can be used to adjust any press or printing system to a common neutral appearance, regardless of inks, substrate, or printing technology. It is not a true color management system; it is a gray management system helping to define the same gray balance and neutral tonality for all print products resulting in color accuracy in a multi-channel media production workflow.

GET TRAINED BY SIEGWERK

The G7® Expert Certification can be attained by individuals, and the G7® Master Qualification by companies like print converters, creative and pre-media service providers. The G7® Expert training and certification is conducted by qualified G7® Expert Trainers. As partner of Idealliance, Siegwerk is able to directly offer you G7® Expert LIVE Online Training & Certification courses hosted by our own G7® Expert Trainer.

JOIN THE G7® COMMUNITY AND BOOK YOUR TRAINING NOW!

Assure your customers highest visual color consistency regardless of any printing conditions while reducing your press set-up time for color matching and operational costs.

For more details about the G7® method and the upcoming training courses please visit https://services.idealliance.org

“You can rely on a precise color management even under changing printing conditions – with the help of G7® now.”

Kiran Deshpande, Global Senior Expert Color Management
ABOUT G7® EXPERT CERTIFICATION:

• Designed for individuals who can demonstrate expertise in the field of color management, process, and quality control
• You will be able to perform G7® calibration for different print conditions and submit G7® Master Qualification data to Idealliance
• You will be able to analyze color and print-related issues, take corrective actions to bring systems and processes in control to set method, standard, or specification
• Attend the G7® Expert training program and pass the examination with a minimum level of 90% proficiency
• Certification is valid for 2 years, and can be renewed thereafter

ADVANTAGES OF G7® FOR YOU AT A GLANCE:

• Calibration methodology for CMYK printing process
• Reduce press make-ready or set-up time for color matching
• Meet and maintain color expectations
• Ensure reprints always look similar and colors are consistent from proof to print
• Provide a consistent, neutral appearance for all printed graphics, regardless of the printing substrate used
• Implement ISO standards for CMYK printing process
• Streamline your CMYK process across multiple presses, plants and sites

YOUR BENEFITS:

Better color consistency & quality including reprints
High efficiency through faster turnaround & reduced costs
Clearer communication & performance assessment
Align all printing processes, substrates and inks

ABOUT G7® EXPERT CERTIFICATION:

BECOME A G7® EXPERT OR G7® PROFESSIONAL NOW.

The first training will be held from July 26 – 30 by Kiran Desphande, Global Senior Expert Color Management. The training will consist of a variety of components, including shared slides, videos, whiteboard illustrations of critical concepts, print runs and print calibration simulations, and hands-on analysis. Attendees are strongly encouraged to participate in hands-on activities using their color management tools and solutions.

Become a G7® Expert or G7® Professional and register now.
https://idealliance.org/siegwerk

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