



G7

**EXPERT CERTIFICATION
PROFESSIONAL CERTIFICATION
MASTER QUALIFICATION**

Leading global print validation program



G7® is Idealliance's industry-leading set of specifications for achieving gray balance and is the driving force for achieving visual similarity across all print processes. Idealliance certifies our industry's most knowledgeable experts to qualify leading providers of print, creative, and prepress services in the G7 methodology. The G7 method outlines an easy-to-follow recipe for implementing ISO printing standards and additional metrics. The result is a simple but powerful way to match from proof to press.

- G7 is a method to ensure a similar appearance across multiple devices
- G7 is used to consistently hit desired color targets
- G7 is designed to align all processes, substrates, and inks
- G7 is a global specification for targeting gray balance



WHY PRINT BUYERS ASK FOR G7:

If all print products have the same gray balance and neutral tonality defined by G7, they will look remarkably alike to the human eye, a key component in effective brand management.

Print buyers are...

- Seeking consistent reproduction of printed work to maintain the integrity of brand identity
- Seeking suppliers using global standards throughout the print production supply chain
- Seeking suppliers validated by an independent source to be proven quality leaders

WHAT IT MEANS TO BE A G7 MASTER:

G7 Master Qualification is granted to a physical facility. G7 Master Status indicates that the facility has calibrated certain 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, other graphic solutions providers such as creative and premedia providers may also be qualified as G7 Masters.

G7 Masters are...

- Skilled, tested, and proven leaders in print production
- Users of global standards to match proof-to-print across any process, ink, or substrate
- Committed to reducing costs, speeding product to market, and improving their client's brand image

“ G7 is key to accurate and consistent color. Using the G7 methodology ensures that Think Patented’s color meets the latest industry standards and exceeds our clients’ expectations. ”

~ EDIE SIPE, DIRECTOR OF PREMEDIA, THINK PATENTED, MIAMISBURG, OH

HOW TO BECOME A G7 MASTER:

An Idealliance certified G7 Expert is required to qualify print facilities for the first time. A G7 Expert must be onsite to conduct and review calibration data, then submits an online application to Idealliance for 3rd party verification. Final G7 Master Qualification is granted by Idealliance.

Option 1: Hire a G7 Expert consultant to qualify your proofing/printing system. Access the directory at www.idealliance.org/directory.

Option 2: Send an employee to a G7 Expert/Professional Training program. For upcoming training events, go to www.idealliance.org/G7training.

ABOUT G7 EXPERTS/PROFESSIONALS:

An employee may become a Certified G7 Expert or G7 Professional, dependent upon the certification level they choose at registration and attain through examination. A G7 Expert is certified in the field of color management, process and quality control for proofing and printing utilizing the G7 methodology. A G7 Expert maintains Idealliance Corporate or Consultant Membership and is listed in the Idealliance database of Certified Experts, Professionals and Qualified Masters. A certified G7 Professional is typically an in-house quality/technical professional. A G7 Professional may conduct and submit annual renewal applications.

G7 COMPLIANCE LEVELS:

	Gray Balance	Tonality	Common Visual Appearance	Overprints	Entire Colorspace
Gray Close match, but may exhibit differences in saturated colors	●	●	●		
Targeted Close match, but may have some differences in various colors	●	●	●	●	
Colorspace Close match across common colorspace	●	●	●	●	●

“ After the G7 implementation, ink consumption was reduced by 10-15% and paper waste was cut by more than 30%. ”

~ GUAN JIAN, CHUTIAN PRINTING, CHINA

Accurate color, predictability, and confidence are the most immediate things we realized from G7.

~ JARED SMITH, CEO, BLUEMEDIA

We no longer need to attend press runs as long as G7 method is followed.

~ HANS GROHE, USA ”

PROGRAM FEES Effective May 2015



G7 Master Qualification

Each application submitted for a facility:

- Requires Idealliance Network or Corporate Membership (see Membership Levels)
- Requires a New (\$350) or Renewal (\$100) Application Fee
- Requires minimum of one (1) Qualification Type with each Application, Grayscale/Targeted (\$100) or Colorspace (\$150)
- Qualification Types and Compliance Levels (Grayscale/Targeted/Colorspace) will be noted in the database listing
- G7 Expert consulting fees are additional, negotiated with, and paid to the G7 Expert
- Additional Qualification Types, Failed, or Resubmitted sheets are charged per Qualification Type, Grayscale/Targeted (\$100) or Colorspace (\$150)
- Good for one year
- Requires annual renewal by a Certified G7 Expert or G7 Professional

Pricing

	Application Fee	One Compliance Level Per Qualification Type	
		Grayscale/Targeted	Colorspace
New/1st Submission	\$350	\$100	\$150
Renewal	\$100	\$100	\$150



G7 Expert Certification

- 3 Day Training Fee: \$2,000
- G7 Expert Certification Fee: \$500
- Requires Corporate or Consultant Membership (see Membership Levels)
- Good for two years
- Recertification Online Training: \$300/every two years



G7 Professional Certification

- 3 Day Training Fee: \$2,000
- G7 Professional Certification Fee: \$0 (n/a)
- Requires Network or Corporate Membership (see Membership Levels)
- Good for two years
- Recertification Online Training: \$150/every two years

G7 MASTER QUALIFICATION FEE EXAMPLES

New Submission:

\$350 Application Fee
\$100 Targeted Fee
= \$450 Total

Renewal Submission:

\$100 Application Fee
\$150 Colorspace Fee
= \$250 Total

MEMBERSHIP LEVELS

- Corporate - Full benefits - Dues are calculated by sales volume, minimum \$1,400 Annual
- Network - Limited benefits - Dues \$450 Annual
- Consultant (for Independent Certified Experts only) Full benefits - Dues \$550 Annual

CONTACT

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