



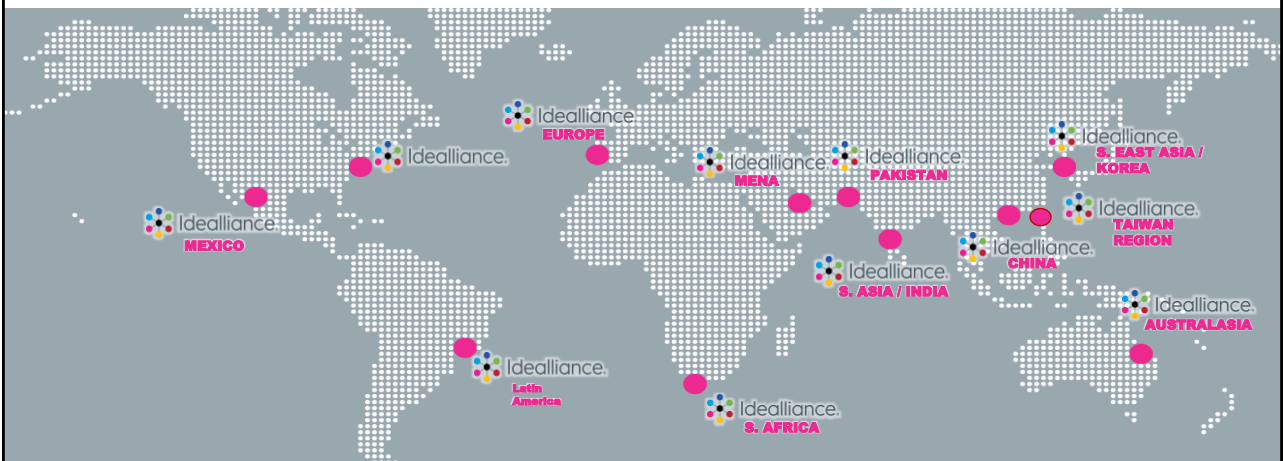
Idealliance®

POWERING THE SUPPLY CHAIN®

INNOVATION | EDUCATION | CERTIFICATION | INTEGRATION



IDEALLIANCE GLOBAL OFFICES





- 2018, IDEALLIANCE CERTIFIED OVER 600+ INDIVIDUALS.
- 2019, IDEALLIANCE IS POISED TO GROW BY 65%, WITH TRAININGS PLANNED AND CONDUCTED IN INDIA, SOUTH AFRICA, AUSTRALIA, MIDDLE EAST, EUROPE, THAILAND, VIETNAM, LATIN AMERICA, MEXICO AND MANY OTHER COUNTRIES.
- OVERALL, THOUSANDS OF G7® EXPERTS GLOBALLY
- OVERALL, THOUSANDS OF G7® MASTER QUALIFIED FACILITIES GLOBALLY

THE EXTRAORDINARY HISTORY OF IDEALLIANCE

Origin in
1896

Name
Change
2001

WHAT BUCKET DOES IDEALLIANCE FIT INTO?

GRAPHIC COMMUNICATIONS

GLOBAL
NON-PROFIT
THINK TANK

Focus: Print &
Packaging

WHO WE
ARE:
WITHOUT
EDUCATION
THERE CAN
BE NO
INNOVATION



A SNAPSHOT OF SOME OF OUR WORK...

GRACoL®
Reference Print
Condition for
Commercial Offset

SWOP®
Reference Print
Condition for Web
Offset

G7® - #1 Global
Certification and
Specification for Common
Visual Appearance and
Calibration Method

PRISM®
Publishing Requirements
for Industry Standard
Metadata

ISO/PAS 15339
CRPCs (1-7) Print
Conditions

IT8/7.4 and IT8/7.5
Characterization
Targets

ISO/TS 10128
Methods of Adjustment of
the Colour Reproduction of
a Printing System

ISO 20654
Measurement and
Calculation of Spot
Colour tone Value

XML
Extensible Mark-Up
Language

ISO 12647-(2-9)
Large Contributor
and Revisor

**Multi-Color Dataset,
Profile & Target**
World's FIRST!!



INNOVATE THE
FUTURE-BOTH
IN INDUSTRY
DEVELOPMENTS
AND THROUGH
EDUCATION



SHARE
KNOWLEDGE



COLLABORATE



LIVE OUR
BRAND
THROUGH
GIVING



LEAD



ALWAYS BE
CREATING THE
FUTURE OF THE
INDUSTRY AND
ALWAYS BE
CONNECTING IT



"THE BEST
PLACE TO
FIND
YOURSELF IS
IN THE
SERVICE TO
OTHERS"

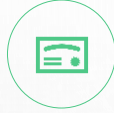


**Idealliance.
Foundation**

"WE MAKE A LIVING BY WHAT WE GET, WE MAKE A LIFE BY WHAT WE GIVE."



PROVIDING OUR
CURRICULUM TO
UNIVERSITIES,
COLLEGES, DESIGN
AND TECHNICAL
SCHOOLS AROUND
THE WORLD



SCHOLARSHIPS



SPONSORSHIPS
FOR TRAINING
(IDEALLIANCE
PAYS FOR
STUDENTS TO
ATTEND
CERTIFICATIONS)



INVITATIONS TO
GLOBAL
WORKING
GROUPS



NETWORKING
MATCHMAKING
INTERNSHIPS
STUDY ABROAD

HOW WE GIVE

WHO WE SERVE:

Service Providers:
Print & Packaging

OEMs & Technology
Partners

Brands & Print Buyers

Pre-media Companies

Content & Media
Creators

Manufacturers

Material Suppliers



GLOBAL LAUNCH
IN 2006

JUST SOME OF THE BRANDS SPECIFYING G7®

(Just a small sampling)



IDEALLIANCE WORK WITHIN PACKAGING SUPPLY CHAIN

- WRITING & IMPLEMENTING PRINT BUYER REQUIREMENTS FOR BRANDS
- WRITING & MEASURING STANDARD OPERATING PROCEDURES
- AUDITING SUPPLY CHAIN SERVICE PROVIDERS GLOBALLY THROUGH IDEALLIANCE ISO-BASED PROGRAMS
- BEING A GLOBAL CONCIERGE FOR BRANDS, CONNECTING THEM TO THE VERY BEST PRINT SERVICE PROVIDERS IN THE WORLD BASED ON THE CRITERIA THEY ARE LOOKING FOR FROM THEIR SUPPLIERS
- IN DEPTH SUPPLY CHAIN CONSULTING FOR THE LARGEST BRANDS IN THE WORLD

G7 SPECIFICATION



- DEFINES A UNIVERSAL "COMMON APPEARANCE" FOR PRINTED GRAYS
- CONTROLS THE TWO ASPECTS BY WHICH WE JUDGE B&W IMAGES:
 - **TONALITY**
 - **GRAY BALANCE**

THE G7® METHOD

- G7 IS THE MOST GLOBALLY RECOGNIZED COLOR MANAGEMENT, PROCESS CONTROL AND QUALITY MANAGEMENT CERTIFICATION IN THE WORLD
- 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

G7® GLOBAL LEADING SPECIFICATION

- USED SINCE 2006 BY THOUSANDS AND THOUSANDS OF PRINTERS GLOBALLY
- SPECIFIED BY HUNDREDS OF MAJOR INTERNATIONAL BRANDS
- ALIGNS WITH ISO 15339-2 AND ISO 10128
- SPECIFIED IN ISO 19302-1 AND 19303-1, WHICH CONTAIN NEAR NEUTRAL (G7), ISO 15339-2 AND ISO 10128 (ALL BORN OUT OF IDEALLIANCE)
- **G7 IS CURRENTLY BEING REVISED INTO ISO 12647-2**

THE G7 SHARED NEUTRAL APPEARANCE

A Shared Visual Appearance



WHY G7® FOR PRINT SERVICE PROVIDERS

CONSISTENCY

- G7 WORKS ACROSS MULTIPLE PRESSES, PLANTS, LOCATION
- G7 MEANS REPRINTS WILL ALWAYS LOOK THE SAME
- G7 GIVES ONE CONSISTENT SET OF COLOR TARGETS REGARDLESS OF DEVICE
- G7= COLOR CONSISTENCY FROM PROOF-TO-PRINT
- CLIENTS EXPECT PRINT CONSISTENCY; G7 IS A GLOBAL STANDARD THAT HELPS ACHIEVE CONSISTENT PRINT QUALITY AND EASIER COLOR MATCHING
- G7 ENSURES A COMMON NEUTRAL APPEARANCE BETWEEN ALL PRINTED GRAPHICS REGARDLESS OF THE MATERIAL EACH IS PRINTED ON
- G7 HELPS PRINT SERVICE PROVIDERS PREDICTABLY REPRODUCE COLOR

WHY G7 FOR PRINT SERVICE PROVIDERS

EFFICIENCY

- G7 REDUCES MAKE-READY TIME
- G7 IS DESIGNED TO ALIGN ALL DEVICES, SUBSTRATES AND INKS
- G7 MAKES IT EASIER TO MEET AND MAINTAIN COLOR EXPECTATIONS
- G7 IS AN ANSI/CGATS SPECIFICATION FOR TARGETING GRAY BALANCE

WHY G7® FOR BRANDS, PRINT BUYERS & CREATIVES

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

WHY G7® FOR BRANDS, PRINT BUYERS & CREATIVES

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

WHY G7® FOR BRANDS, PRINT BUYERS & CREATIVES

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

WHY G7® FOR BRANDS, PRINT BUYERS & CREATIVES

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



G7 EXPERT CERTIFICATION

- A **G7 EXPERT** HAS DEMONSTRATED EXPERTISE IN THE FIELD OF COLOR MANAGEMENT, PROCESS AND QUALITY CONTROL FOR PROOFING AND PRINTING UTILIZING THE G7 METHODOLOGY & SPECIFICATION.
- A G7 EXPERT IS ABLE TO ANALYZE COLOR AND PRINT RELATED ISSUES AND TAKE CORRECTIVE ACTION TO BRING SYSTEMS AND PROCESSES IN CONTROL TO A SET METHOD, STANDARD OR SPECIFICATION WITH REPEATABLE, PREDICTABLE RESULTS. A G7 EXPERT HAS ATTENDED AND SUCCESSFULLY COMPLETED AN IDEALLIANCE G7 EXPERT TRAINING WITH A MINIMUM LEVEL OF 90% PROFICIENCY. CERTIFICATION IS VALID FOR TWO YEARS.
- INDIVIDUALS CERTIFIED AS A G7 EXPERT MUST HOLD INDIVIDUAL, OR BE EMPLOYED BY AN ORGANIZATION HOLDING, IDEALLIANCE MEMBERSHIP. RECERTIFICATION IS REQUIRED EVERY TWO YEARS. THE G7 EXPERT MUST RECERTIFY BY SUCCESSFULLY COMPLETING THE RECERTIFICATION REVIEW & EXAM WITHIN 90 DAYS OF CERTIFICATION EXPIRATION. CURRENTLY CERTIFIED G7 EXPERTS ARE LISTED IN THE IDEALLIANCE DATABASE OF CERTIFIED EXPERTS, PROFESSIONALS AND QUALIFIED MASTERS.
- G7 IS A LICENSE, EXTENDED BY IDEALLIA



G7 MASTER QUALIFICATION IS GRANTED TO A PHYSICAL FACILITY.

(3) COMPLIANCE LEVELS

- **G7® GRAYSCALE COMPLIANCE:**
- THIS IS THE FUNDAMENTAL LEVEL OF G7.
- REGARDLESS OF PRINTING TECHNOLOGY.
- IF WE CAN ENSURE THAT A PRINTER OR PRESS PRINTS THE NEUTRAL TONE RAMP WELL, THEN ALL OTHER COLORS WILL TEND TO FALL INTO LINE MORE EASILY.

G7 MASTER QUALIFICATION IS GRANTED TO A PHYSICAL FACILITY.

(3) COMPLIANCE LEVELS

- **G7® TARGETED COMPLIANCE:**
- THIS IS A SECONDARY LEVEL OF G7.
- G7 TARGETED IS ACHIEVED WHEN G7 GRAYSCALE IS ACHIEVED.
- THE SOLID INK MEASUREMENTS FOR PRIMARIES AND SECONDARIES (KCMY AND RGB) AND SUBSTRATE COLOR ARE ALSO WITHIN SPEC TO ONE OF THE G7-BASED TARGETED COLOR SPACES.

G7 MASTER QUALIFICATION IS GRANTED TO A PHYSICAL FACILITY.

(3) COMPLIANCE LEVELS

- **G7® COLORSPACE COMPLIANCE:**
- THIS IS THE THIRD LEVEL OF G7 COMPLIANCE AND THE MOST STRINGENT.
- G7 COLORSPACE INCLUDES ALL THE REQUIREMENTS OF THE G7 TARGETED LEVEL (AND THEREFORE THE G7 GRAYSCALE LEVEL)
- ADDS THE MATCHING TO AN ENTIRE REFERENCE PRINT CONDITION, E.G. IT8.7/4.

G7® COLOR MANAGEMENT AND PROFITABILITY

- PRODUCING COLOR MANAGEMENT REPORTS IS AS IMPORTANT AS PRODUCING P&L STATEMENTS
- MANAGING WASTE, REDUCING WASTE, INCREASING UP-TIME, DRAMATICALLY INCREASING CONSISTENTLY ACROSS YOUR SUPPLY CHAIN AND YOUR FACILITY INCREASES MARGINS AND HAPPY CUSTOMERS
- G7 NOT ONLY WORKS ON ALL PRINT MEDIUMS REGARDLESS OF INK OR SUBSTRATE, **BUT IT IS A TREMENDOUS COST SAVINGS AND INCREASES PROFITABILITY.**

TESTIMONIALS

"A powerful number to ponder is the estimated dollars saved in make ready as a result of color management techniques- G7 and profiling combined. We estimate this to be over \$1 million a year."

Gregory Hill, Manager of Prepress Systems, Sandy Alexander

TESTIMONIALS

"Rework due to color variations is less than one-half of one percent."

Scott Reighard, COO, The Standard Group

TESTIMONIALS

"The benefits of G7 include a marked reduction in time, achieving the right color in 2-3 hours instead of 2-3 days, or even weeks.

Bruce Compton, Print Development Manager, ZON Retail

TESTIMONIALS

"After implementing G7, the number of press checks has declined from as many as five per day to about 2-3 per week, with each approval taking minutes rather than hours.

Jim Benedict, Marketing Director, GLS



- BrandQ® IS AN ISO DRIVEN, UNIQUE PROGRAM FOCUSED ON THE PACKAGING SUPPLY CHAIN.
- BrandQ® PROVIDES TOOLS, MEASUREMENTS, METHODS, AND LANGUAGE.
- BrandQ® FACILITATES EFFECTIVE COMMUNICATIONS BETWEEN BRANDS AND SUPPLIERS.



- BrandQ® MANAGER TRAINING
- BrandQ® CERTIFIED SUPPLY CHAIN EXPERT TRAINING (ISO 19303-1 AUDITOR)
- ISO 19303-1 BrandQ® CERTIFIED SUPPLY CHAIN FACILITY





CMP: Color Management Professional: Fundamental, Creative, Digital, Offset, Premedia & Master

G7 Process Control Expert: Expert in G7 Method, Implementation, Process Control Management & Measurement (Audit)

G7 Process Control Master Certified Facility: (4) Times per Year Audit, Master at Process Control, Measurement, Standards Guidance and Implementation

MORE INFORMATION

- WWW.IDEALLIANCE.ORG
- WWW.IDEALLIANCE.ORG/G7
- WWW.IDEALLIANCE.ORG/BRANDQ
- [HTTPS://WWW.IDEALLIANCE.ORG/CERTIFICATIONS-TRAINING](https://WWW.IDEALLIANCE.ORG/CERTIFICATIONS-TRAINING)
- [HTTPS://WWW.IDEALLIANCE.ORG/SYSTEMS-CERTIFICATIONS](https://WWW.IDEALLIANCE.ORG/SYSTEMS-CERTIFICATIONS)



**“WHAT GETS MEASURED,
GETS MANAGED.”**

**“IF YOU CANNOT DESCRIBE WHAT YOU ARE DOING
AS A PROCESS, YOU DO NOT KNOW WHAT YOU
ARE DOING.”**