Idealliance BrandQ. | Supply Chain Management Training & Certification Programs
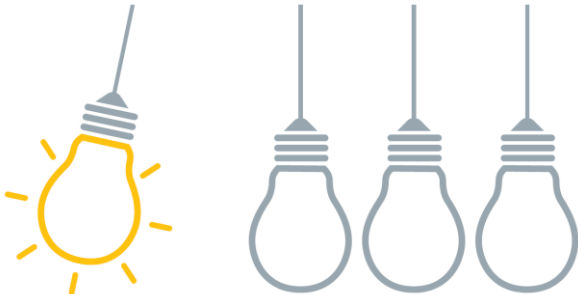
Idealliance BrandQ. | Supply Chain Management Training & Certification Programs

Idealliance BrandQ Certification and Training

BrandQ® Summary Outline

Jeffrey Collins, Idealliance Director of Print Technology

Who is Idealliance?

Powering the Supply Chain™

Print | Packaging |

IDEALLIANCE

Idealliance is a global non-profit think tank, focused on innovation, education, certification and integration, covering every facet of the eco-system in print and packaging.

> **What percolates within our walls and has been developed through the years is utilized within the industry around the world.**

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IDEALLIANCE

You know our work and use it every day. It defines workflows for:

- color (GRACoL®, SWOP®, XCMYK, and G7®),
- forest and paper (papiNet®), and others.

G7 GRACoL. SWOP. PRISM.

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CERTIFICATIONS & TRAINING

- **Idealliance is the largest certifying body in the world as recognized by ISO.**

- **Idealliance is the largest contributor to ISO Standards in the world.**

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IDEALLIANCE GLOBAL OFFICES

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Idealliance.
MEXICO

Idealliance.
MENA

Idealliance.
PAKISTAN

Idealliance.
S. EAST ASIA /
KOREA

Idealliance.
TAIWAN
REGION

Idealliance.
CHINA

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S. ASIA / INDIA

Idealliance.
AUSTRALASIA

Idealliance.
Latin
America

Idealliance.
S. AFRICA

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BrandQ Professional Training-Summary Outline

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COURSE CONTENT - SUMMARY

DAY 1 MORNING

- The Big Idea: what the BrandQ program will do for you
- Measurement Basics
- Measurement (hands on with live instruments and samples)
- Reference Printing Conditions

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COURSE CONTENT - SUMMARY

DAY 1 AFTERNOON

- Global Print Standards
- Global Print Standards – Communicating standards - Hands On
- Custom Print Standards
- Custom Print Standards – Hands on communicating standards
- Designing for the Print Capability
- What matters to you – Print capability, cost, and goals

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COURSE CONTENT - SUMMARY

DAY 2 MORNING

- Design Intent – ICC Profiles and Working Spaces
- ICC Profiles and designing for Print Capability - Hands on - use of profiles in CS
- G7® Basics
- Evaluation of G7®
- Hands-on G7® – measurement and evaluation of G7® printed materials

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COURSE CONTENT - SUMMARY

DAY 2 AFTERNOON

- Spot colors – Hands On specification, multiple libraries, and evaluation
- Paper Relative Theory
- Hands on exercise to explore printed samples and review substrate effects
- Evaluation of Print – How to Tell if a Sheet is Good
- Evaluation of Printed Materials – Hands on

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COURSE CONTENT - SUMMARY

DAY 3 MORNING

- Developing a Communication Document for Print Specifications
- Hands-on Developing a Communication Document for your needs
- Pre-assessment Check List
- Proof Alignment Tests
- Hands-on proof alignment with evaluation of multiple proofs

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COURSE CONTENT - SUMMARY

DAY 3 AFTERNOON

- Printed Material Alignment/Audit Procedures
- Hands-on Printed Material Alignment – Evaluation of proof and print
- Supply Chain Assessment/Let the Data Dictate
- Supply Chain Assessment Discussion
- Review & Q&A

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The Big Picture

Why this all matters...

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THE BIG IDEA

- Improve quality, efficiency and speed to market
- Reduce costs of production across the supply chain
- Provide quality validation based on industry standards and best practices

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BIG IDEAS

- Communicate expectations to supply chain
- Check supply chain capabilities before using
- Check printed results to assess supplier performance
- Supply chain to perform same check before shipping
- Print quality education for brands and printers so everyone speaks the same language

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BrandQ® ENABLES YOU...

- Education and Support
- Tools & Templates
- Audit and Certification

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WHY PRE-ASSESS SUPPLY CHAIN?

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WHY PRE-ASSESS SUPPLY CHAIN?

Many times the service provider is picked for wrong reasons
- Price
- Friend
- Rogue packing engineer liked them
- Sales promises
- Relationship with supplier of goods
- Sounded great!

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DETERMINING YOUR SUPPLY CHAIN REQUIREMENTS

- Use supplied template document
- List all critical requirements for type of work
  - o Often this is more than just color
  - o Include packaging design, machine type, finishing, and quality requirements
- Develop scoring matrix based on above
  - o Simple assigns equal points to each requirement
  - o Comprehensive weights critical requirements with more value

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SCORING POTENTIAL SUPPLY CHAIN PARTNERS

Example:

- Purchasing to rule out suppliers with a score of less than 80%
- Simple: Assigns points to each question
- Comprehensive
  - ✓ Most important factors are weighted to reflect specific priorities
  - ✓ 'Deal breakers' automatic failure

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MAKING DECISIONS

- Decisions should be data driven
- How will you use your spec to qualify the printer?
- How are you going to hold the printer to a standard?
- What guidelines will you use when printers fall out of specification?

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Certified Supply Chain

A quick overview

Certified Supply Chain

BrandQ Facility Certification

Fees

- New Participant BrandQ Certified Facility: $1800*
- Existing G7 Master or G7 Process Control Master Qualified Facility Upgrade: $1350*
- Optional Quarterly Submission: $350
- *Additional Device Submission: $450
- Annual Renewal and Submission BrandQ Certified Supply Chain Facility: $1350*
- Consulting fees may be additional as per your BrandQ Certified Supply Chain Expert and are negotiated with, and paid to the BrandQ Expert.

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CERTIFIED SUPPLY CHAIN REQUIREMENTS

- Proof alignment
- Print alignment
- Site audit
- Idealliance Audit of Materials and Audit Report

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Proof Alignment

**Proof alignment – performed by supplier using the 17"
BrandQ Proof Alignment Form**

✓ G7 Colorspace validation

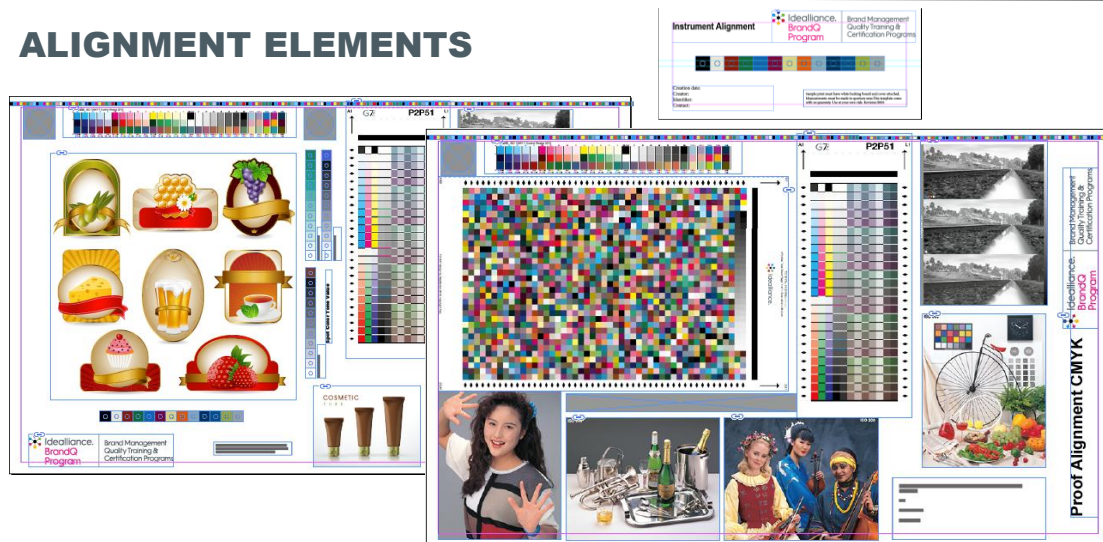✓ Solid spot color validation - 3 spot colors

✓ SCTV validation – 3 spot colors

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**Press alignment – performed by supplier using elements
from the BrandQ Press Alignment Form**

✓ G7 Validation

  ▪ Gray

  ▪ Targeted

  ▪ Colorspace

✓ Solid spot color validation - 1 spot colors

✓ SCTV validation – 1 spot colors

ALIGNMENT ELEMENTS

SITE AUDIT

Site audit – performed by a Certified BrandQ Expert, using the BrandQ Site Audit Template

- G7 Master Status
- Required hardware/software for process
  - G7 Calibration
  - SCTV capable software
  - Process control & reporting
    - PQX/PRX
- Working Space
- Hardcopy proofing
- Plate/imaging preparation
- Ink and substrate per brand requirements
- Printing per brand requirements
- Viewing conditions

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Applicable Industry Standards

The Figure below shows applicable standards in each of the three steps of a packaging color reproduction workflow. This information was published on 12/12/2017 in the ISO/DTR 19303-1 Graphic Technology – Guidelines for Schema Writers – Part 1: Packaging printing colour reproduction.

ISO 15930-7 (PDF/X-4)	ISO/TS 10128	ISO/ 20616-2
ISO 17972-4 CXF/X-4	ISO 15076-1	ASTM D 5264
ISO 12647-8	ISO 12647-2-8	ASTM D3359
ISO 12646	ANSI/CGATS TR015	ISO 12040
ISO 14861	ISO/PAS 15339-1	ASTM D1894
ISO 12647-7	ISO/PAS 15339-2	ASTM D4518
ISO 13655	ISO 3664	ASTM D1729

*CoA: Certificate of Analysis
*CoC: Certificate of Conformance

These international and national standards were referenced in constructing the BrandQ on-site audit process to ensure the practices and results are conformed to the highest standard of the industry. The number and title of each standard are listed below for quick referencing.

Standard Document Number and Title	
ISO 5-4:2009	Photography and graphic technology – Density measurements – Part 4: Geometric conditions for reflection density

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Site Information

Site: Contact Info:

Auditor: Contact Info: Date: xx/xx/xxxx

On-site Audit Protocol

The protocol described below is referencing ISO DTR 19303-1. On-site audit should follow a standardized sequence of events beginning with an in-briefing between the BrandQ Expert, supplier project team leader, and participants.

The in-briefing establishes the scheduled activities and responsibilities for conducting each activity. For example, all participating personnel should agree and confirm the standard, scope, and test files for the participants to process.

Following the in-briefing, each of the areas identified in the scope of the audit will be assessed using the protocols described. During this phase of the audit, the supplier is expected to independently demonstrate its ability to operate a workflow conforming to the standard(s) selected.

If the supplier employed a consultant to assist in the preparation of the audit, the consultant is allowed to attend the audit, but only as an observer.

The auditor will collect a series of test forms (processed files and printed samples) for color validation. This set of sheet will be sent to the Idealliance identified third-party independent

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IDEALIANCE VALIDATION

Idealliance validation – an objective validation of measurement and materials – performed by RIT

- ✓ Set of forms sent to RIT
- ✓ Report returned to supplier, and available to brands from supplier on request.