

G7® Master Press Release

Holland Litho achieves G7® Master Qualification

Zeeland, MI – Holland Litho Printing Service a leading print service provider located in Zeeland, MI, has achieved G7® Master Facility Qualification, awarded by Idealliance®, a not-for-profit industry group dedicated to guiding print production best practices, specifications, and standards, worldwide. Holland Litho joins a select group of print service providers who have successfully completed training, examination and qualification process of their print production processes, validating their capabilities to the highest level of global industry standards and specifications. Holland Litho has achieved certification in all three levels of G7 Master Qualification, earning the distinction, G7 Master Facility Colorspace.

G7® is an industry-leading set of specifications from Idealliance® for achieving visual similarity across all print processes. 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.

Holland Litho offers a full range of prepress, digital and offset printing solutions. Already recognized as a high-quality, efficient print provider, Holland Litho relied on the Idealliance G7 Master Program to achieve further productivity gains to better serve its customer's objectives for brand color quality and control.

“Quality and repeatability are important to our customers,” says Rick Baarman, Vice President/Sales of Holland Litho. “Our commitment to the G7 method is just one example of how we’re maximizing our performance, to the benefit of our customers. We look forward to the benefits that standardization brings to both our clients and organization.”

“G7 provides a significant advantage for Holland Litho, utilizing the G7 Master Program to assure measurable, predictable, and a uniform color management process,” commented Timothy Baechle, Vice President Global Print Technologies & Workflows for Idealliance. “We applaud their commitment to process control excellence commitment and support of the G7 Master Qualification Program.”

Idealliance® is dedicated to guiding media production best practices, specifications, and standards, worldwide. To learn more about G7 Master Qualification, please visit <http://www.idealliance.org>

G7® Master Facility Compliance Levels

As a leader in global print technology, your status as a G7 Master Qualified Facility demonstrates your facility is a proven quality leader in print, premedia, and creative services. Not only are you qualified as a G7 Master Facility, your facility qualification is dependent on the compliance level achieved.

There are three compliance levels in the G7 Master Qualification Program



These levels demonstrate G7 Master capabilities by specified print condition and offer multiple levels of distinction for G7 Master Printers. A facility will be granted G7 Master Qualification upon achieving compliance according to the specified requirements of one or all three levels of evaluation.

G7 GRAYSCALE

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. Grayscale is the level that we are used to seeing. A target print is printed on a stable printing system and measurements of that target are used to correct the ink curves to bring the printing system into alignment with the G7 ideal neutral density curve. Aligning the printing of various printing methods in a plant to this same neutral aim point is a tremendous step forward in getting these disparate printers to match. While achieving this G7 level will naturally help all the colors to be consistent, the only thing that is required at this level is for the K and CMY neutrals to be aligned to the G7 tone curve and the CMY neutrals gray balanced.



G7 TARGETED

This is a secondary level of G7 and G7 Targeted is achieved when G7 Grayscale is achieved, plus the solid ink measurements for primaries and secondaries (CMY and RGB) and substrate color are also within spec to one of the G7-based Targeted color spaces. This can be achieved according to the absolute white point or using substrate-relative condition. G7 Targeted compliance is not limited to only the reference print conditions in ISO 12647-2 or in ISO PAS 15339, any G7-calibrated dataset can be used as G7 reference print condition. Those who want, can use their own color reference in place of the standard CRPC's, but their files must be verified as being compliant with G7 Grayscale. G7 Targeted achievement lets customers know that not only can a facility hit G7 Grayscale, but they can also achieve a higher level of compliance and their strongest colors can hit, for example, the specific LAB values for GRACoL 2013



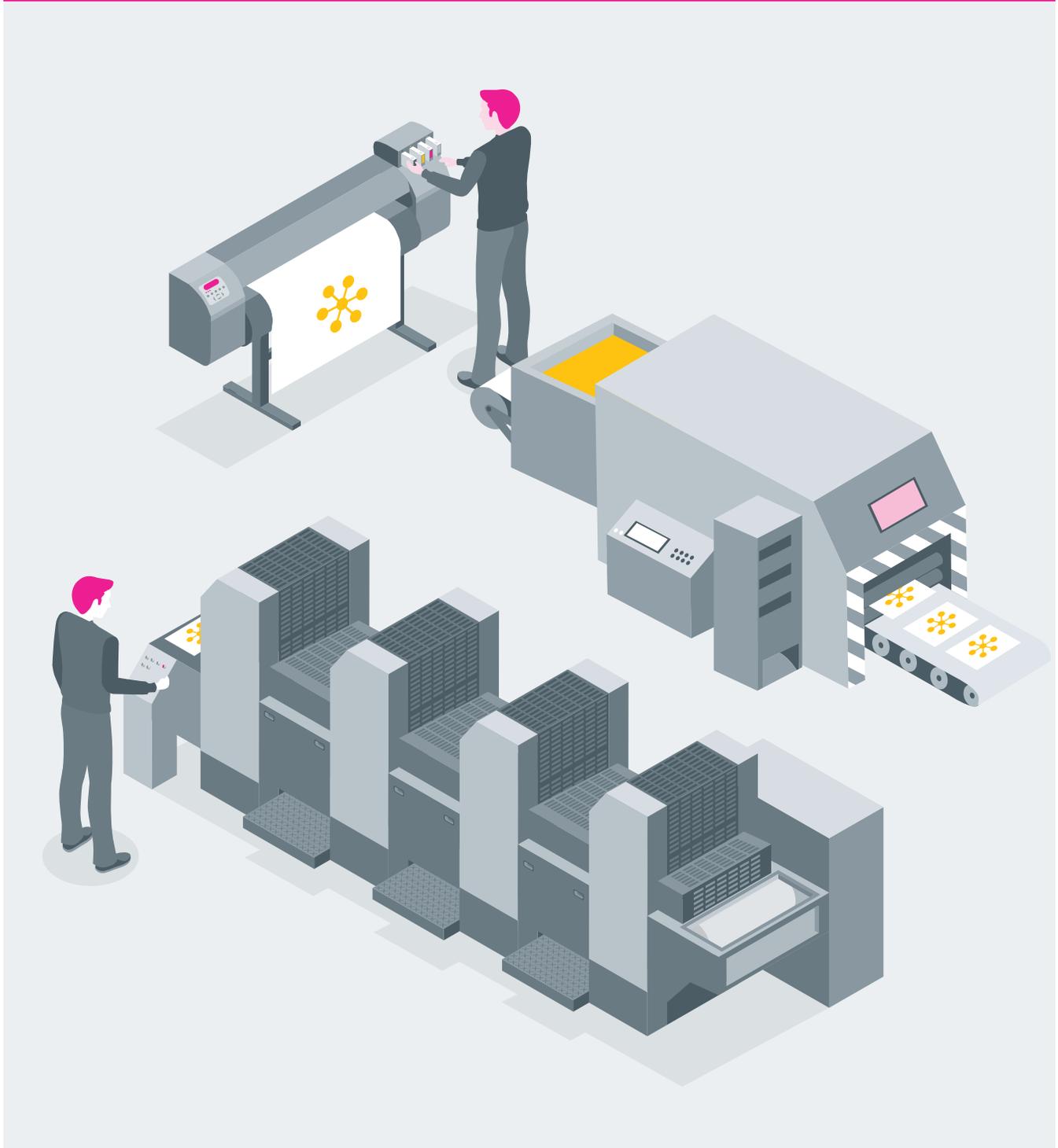
G7 COLORSPACE

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) and adds the matching to an entire Reference Print Condition. This level demonstrates that you are maintaining extremely tight tolerances throughout the whole color space. An entire IT8.7/4 target is compared against the targeted color space and the average of all the 1617 patches needs to be with a narrow range of tolerances. This assures that the printing system can consistently reproduce the entire color space and not just the primaries and secondaries (CMY and RGB). G7 Colorspace can also be relative to either the absolute white point or the substrate-relative aim values. G7 Colorspace level is also further divided into two separate purposes, Printing or Proofing. There are slightly more stringent requirements (tolerances) for proofing.



The value of G7 for brands, buyers, and creatives.

Idealliance.org/G7



WHAT IS G7?

G7 is an industry-leading set of specifications for achieving gray balance. It is the driving force for achieving visual similarity across all print processes. Simply, it is a universal calibration methodology that brands, buyers and creatives seek out to ensure the integrity of their brands.

The G7 methodology allows you to:

- Implement ISO printing standards and additional metrics
- Ensure similar neutral appearance across multiple devices
- Align all process, substrates and inks
- Target gray balance and tonality



G7 can be easily applied to any printing system—whether it's offset, flexo, gravure, screen, wide format, digital (toner and inkjet), industrial inkjet or dye-sublimation.

THE BENEFITS OF G7

Brands, Buyers & Creatives use qualified G7 suppliers because...

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

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

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

WHAT BRANDS, BUYERS AND CREATIVES ARE SAYING?

"Our quality depends on G7 as the common factor with all print facilities."

—DONALD PRUST, NEIMAN MARCUS

"As a premium brand, it's critical to have a process that a supply chain can align to when it comes to shared color appearance."

—BARRY SANEL, DIAGEO

Why Brands, Buyers & Creatives Choose G7®

Testimonials

“Our quality depends on G7 as the common factor with all print facilities. Without a common denominator, we would not have the quality standard we have grown to expect from our vendors. Our brand identity would suffer without [G7].”

—Donal Prust, Neiman Marcus

“Our approval process starts with the evaluation of substrates and the Pantones for each packaging category. Once we have completed the evaluation, we report the findings to our domestic and international vendors.

(Prior to implementing standardized color), all colors and substrates were evaluated by the naked eye. Some of the challenges we faced with evaluating by eye were color variation and poor substrate qualities. This caused us to have concerns with the overall packaging life cycle.

In the last two years, (since applying measurement and control processes based on the G7 methodology), our company has implemented Color Management Guidelines for all print vendors that we work with domestically and internationally. This has successfully enhanced the quality and consistency in our packaging across all brands.

After implementing G7 standards and color management, our licensors looked to us for quality packaging that will meet the brands’ expectation. We have seen a consistent improvement in substrates and print colors as it has elevated our packaging at retail.

Since we’ve been using G7 standards, there has been an increase in the quantity of buys in existing brands, as well as success in the introduction of new brands.”

— Carina Zhong, USA Legwear

“As a premium brand, it’s critical to have a process that a supply chain can align to when it comes to shared color appearance. The brand teams are not technical, but they do have specific colors in mind when they hand off the artwork. It’s our job to manage their expectations for those colors when printed on different substrates. We take spectral readings of colors supplied by the designers, and determine whether they fit in Diageo’s ‘color DNA.’ If they do, then it’s our job to make sure these colors are reproduced faithfully by all our print suppliers.

Everything we do at Diageo is about open format and ISO standards. As a premium brand in the CPC world, we have some of the most complex packaging in the world. We print on cartons, aluminum closures, cans, glass, pressure-sensitive labels, and foils—often combining several elements in a single shipper. The colors have to harmonize. It’s critical to have a process that a supply chain can align to when it comes to shared color appearance. (With standardization through G7) and a clear definition of make ready procedures, communication about color can now be more effective. It’s simple, clear, and no longer subjective. **Because we’ve laid the groundwork and required our**

suppliers to own the G7 calibration process, I'm confident we can adapt to new ways of printing.

If there's a problem in the field, I can provide specific measurements and instructions, and they can follow the clear steps to fix it, Our packaging is already challenging enough. With a standardized approach, we can keep the quality of color high, run over run."

-Barry Sanel, Senior Graphic Services Manager, Diageo